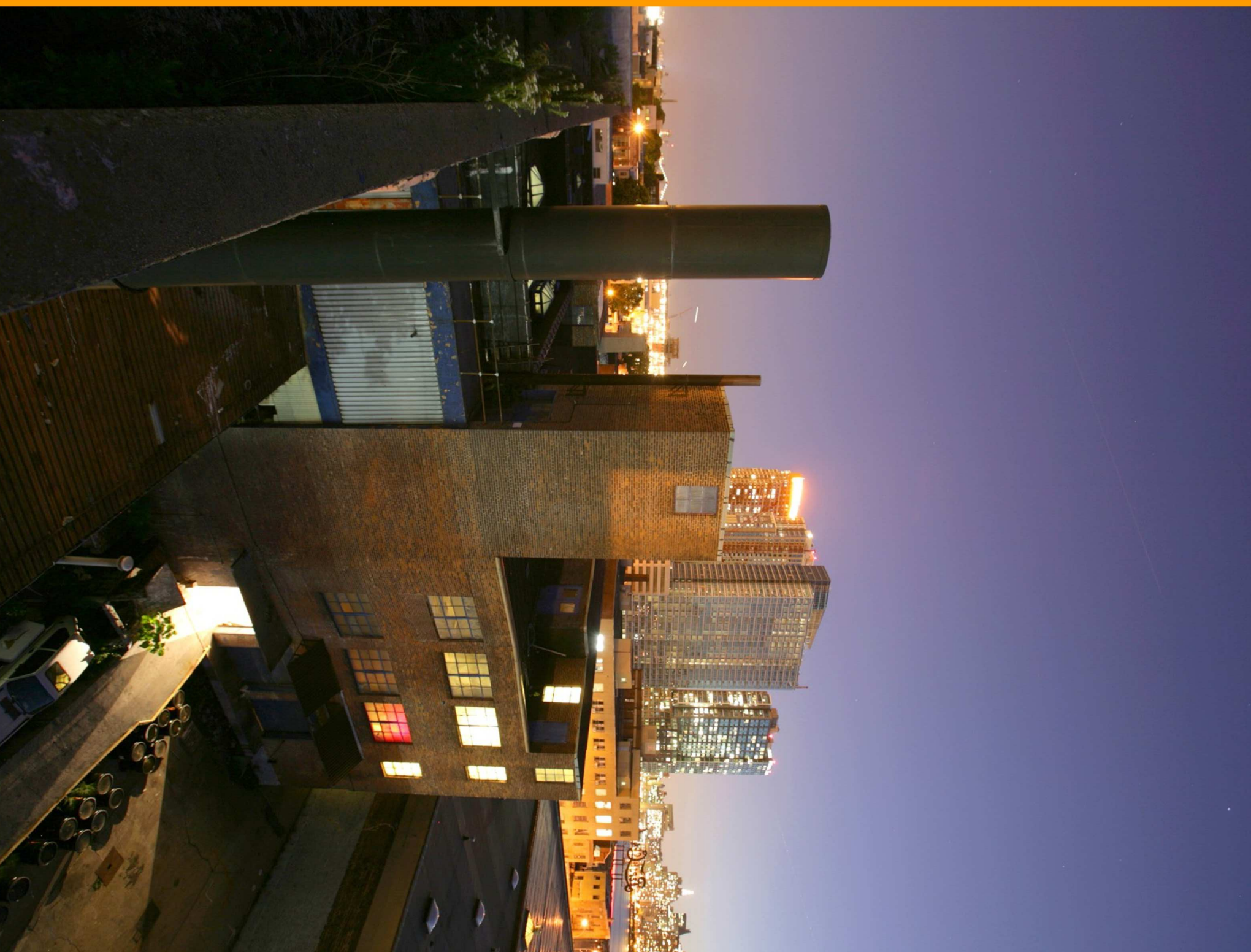
Painting the Town

Paragon Paint & Varnish Corp. Long Island City, New York

1924 to 1998 and Beyond



Portrait of a Company

Photographs of the

Paragon Paint & Varnish Corporation

Long Island City, New York

People

Israel Silberman (President 1924 - 60)

George S. Rattner (President 1960 - 90)

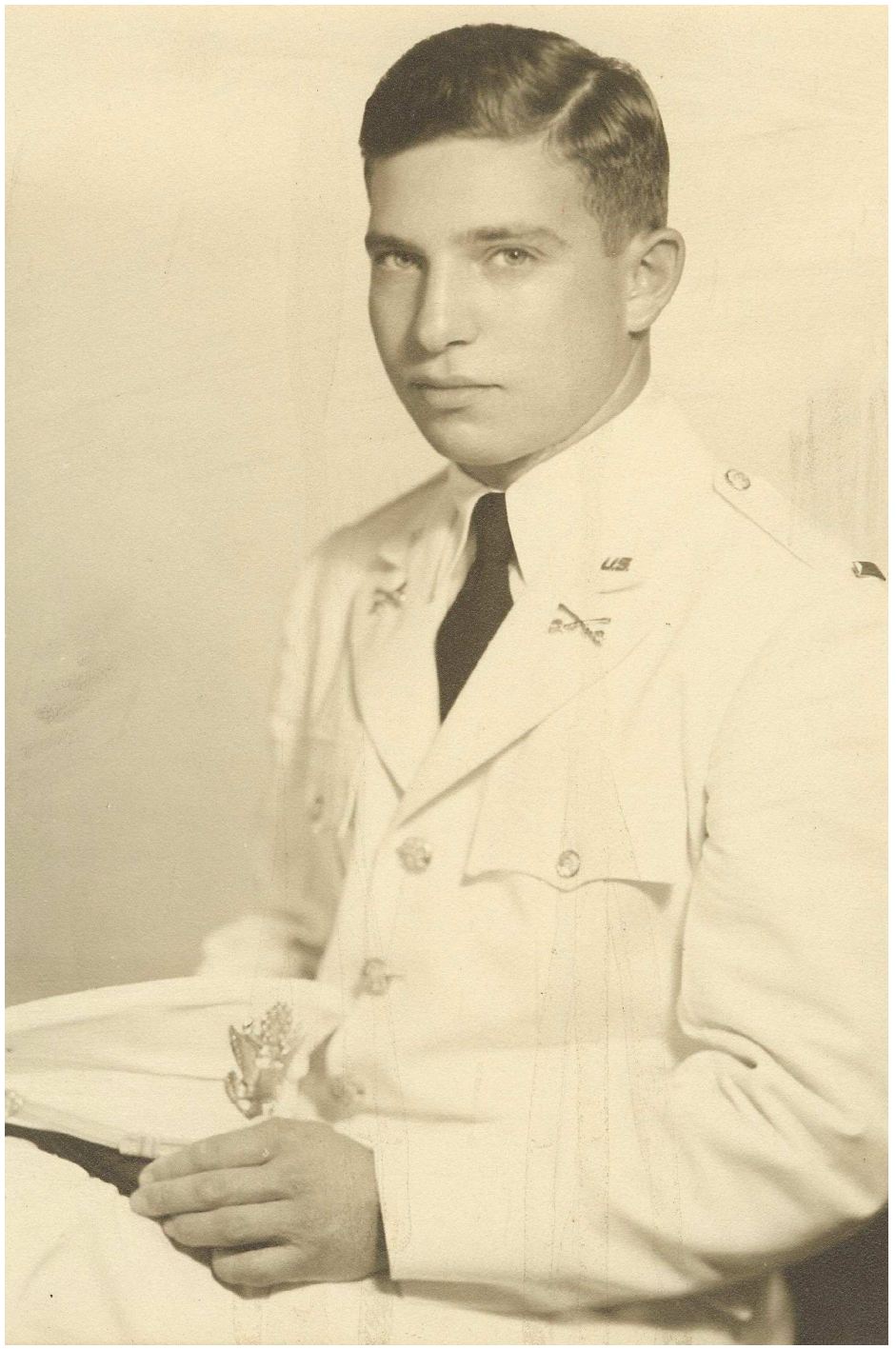
Selma Rattner (President 1990 - 98)

ISRAEL SILBERMAN

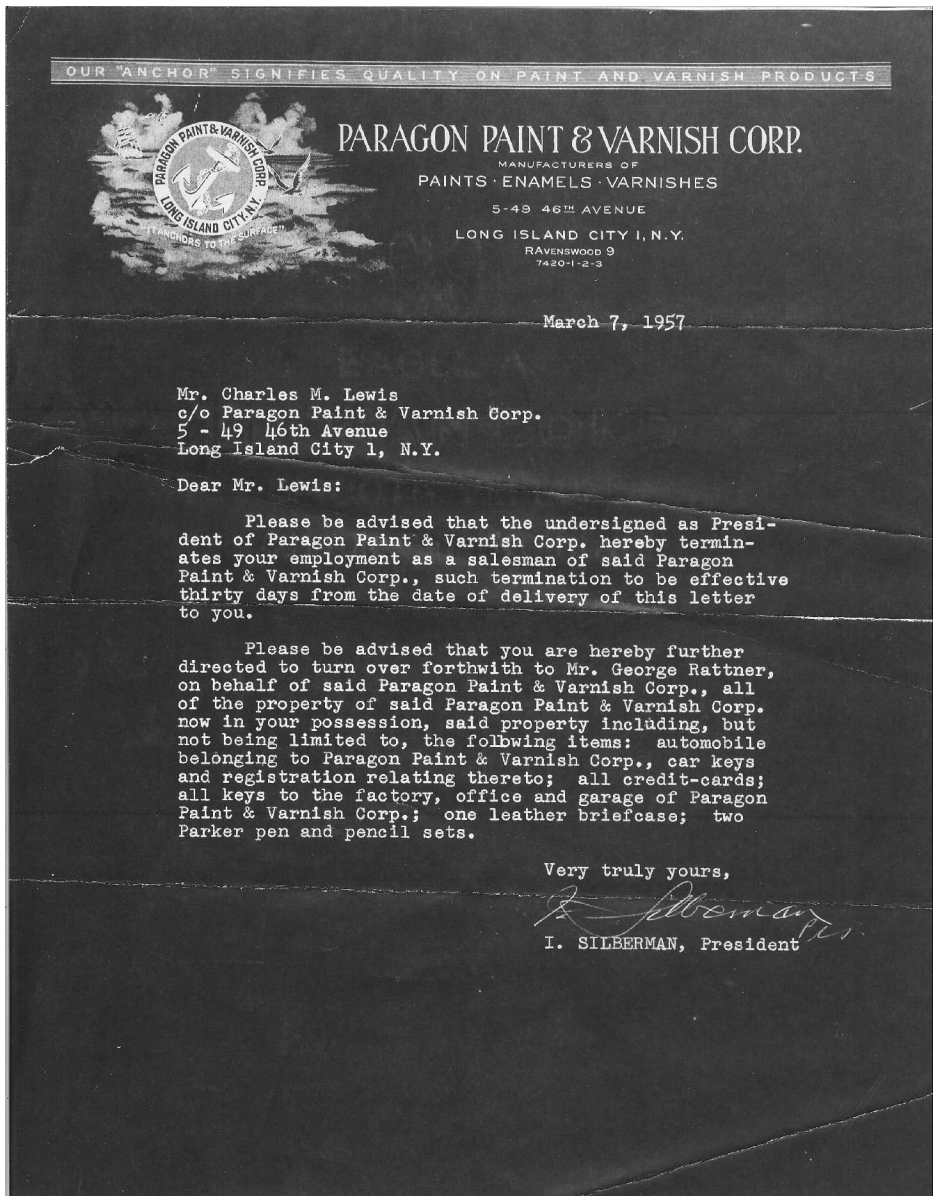
Israel Silberman, founder and chairman of Paragon Paint and Varnish Corporation, Long Island City, Queens, died Monday at his home, 162-41 Powells Cove Boulevard, Beechhurst, Queens. He was 82 years old.

Mr. Silberman was a member of the council of the Jewish Theological Seminary of America, a director of the Menorah Home for the Aged and Infirm of Brooklyn, and vice president of the Jewish Settlement House of the East Side.

Surviving are his widow, Sylvia; a son, Albert Silverton; two daughters, Selma Rattner and Edith Lewis, and five grandchildren.



Albert Silberman was the oldest child of Israel and Friea Silberman. He worked for Paragon until 1951, when he fell out with his father and left for California. There he founded a business in paint coatings, which he ran until his death in 2007. He changed his family name to Silverton at the time of his move.



OUR "ANCHOR" SIGNIFIES QUALITY ON PAINT AND VARNISH PRODUCTS

PARAGON PAINT & VARNISH CORP.
MANUFACTURERS OF
PAINTS · ENAMELS · VARNISHES
5-49 46TH AVENUE
LONG ISLAND CITY 1, N.Y.
RAVENSWOOD 9
7420-1-2-3

March 7, 1957

Mr. Charles M. Lewis
c/o Paragon Paint & Varnish Corp.
5 - 49 46th Avenue
Long Island City 1, N.Y.

Dear Mr. Lewis:

Please be advised that the undersigned as President of Paragon Paint & Varnish Corp. hereby terminates your employment as a salesman of said Paragon Paint & Varnish Corp., such termination to be effective thirty days from the date of delivery of this letter to you.

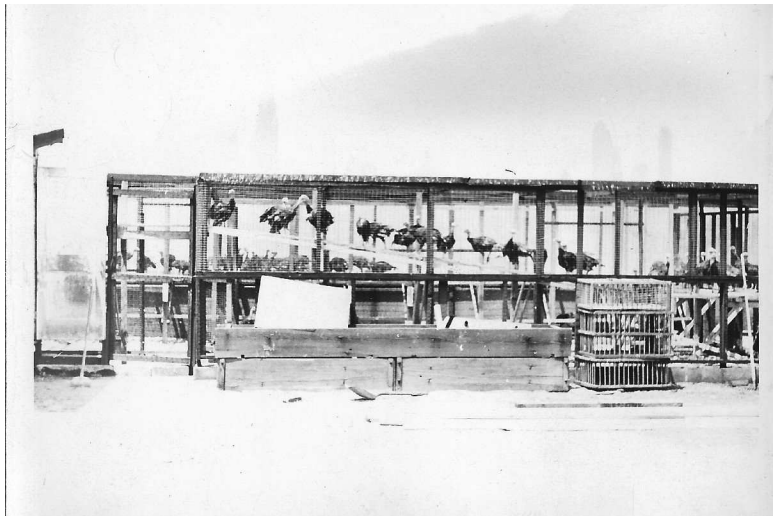
Please be advised that you are hereby further directed to turn over forthwith to Mr. George Rattner, on behalf of said Paragon Paint & Varnish Corp., all of the property of said Paragon Paint & Varnish Corp. now in your possession, said property including, but not being limited to, the folbwing items: automobile belonging to Paragon Paint & Varnish Corp., car keys and registration relating thereto; all credit-cards; all keys to the factory, office and garage of Paragon Paint & Varnish Corp.; one leather briefcase; two Parker pen and pencil sets.

Very truly yours,

I. SILBERMAN, President

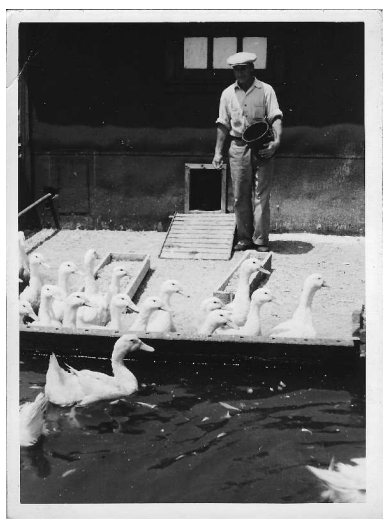
Charles Lewis married Edith Silberman, the middle child of Israel and Frieda Silberman. He worked for the company until his termination in 1957. He was later divorced from Edith.

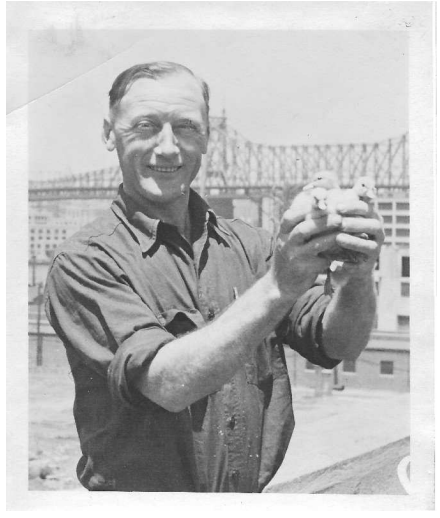
Clock #	Name	Address	S/S #	Date Hired	Rate Per Hr.	Per Week
1	Charles Glaeser	111-41 Francis Lewis Blvd. St. Albans, N.Y.	127-10-4123	1924	2.53	101.20
4	Carl Hallman	274 Logan Ave. Bronx, N.Y.	127-10-4109	1926	2.15½	86.20
5	Carl Masselli	1119 64th St. B'klyn,NY	127-10-4103	1928	2.15½	86.20
6	Ralph Foschino	10-24 47th Rd. L.I.City	098-01-7239	1928	2.03	81.20
7	Emil Friesenhahn	311 E. 92nd St. N.Y.City	095-14-6285	10/7/43	2.03	81.20
8	Pasquale Pannone	146-53 South Rd.Jamaica	096-10-9034	10/22/45	1.95½	78.20
9	Cleveland Clark	169-09 Sayers Ave.Jamaica	427-14-6070	11/20/46	1.95½	78.20
10	Manuel Torres	582 Deck St. Bronx, NY	124-01-8202	12/9/46	1.95½	78.20
11	Luis Pinto	15 E. 109th St. N.Y.C.	117-24-6116	8/16/48	1.95½	78.20
12	Raymond Carrion	3542 Paulding Ave. Bronx	056-18-7893	5/25/49	2.48	99.20
13	Frank Novick	160 India St. B'klyn, NY	127-10-4095	9/15/49	2.15½	86.20
14	Romualdo Virola	30 Arion Place B'klyn,NY	067-24-6357	9/16/49	1.90½	76.20
15	Ramon A.Gonzalez	7-9 E. 109th St. NYC	052-24-3332	7/12/50	2.00½	80.20
16	Aristides Gonzalez	1774 Lexington Ave. NYC	061-24-4870	8/14/50	1.85½	74.20
17	Ramon Torres	111 E. 123rd St. NYC	130-09-0748	11/1/51	1.85½	74.20
18	Rinaldo Masella	592 19th St. B'klyn,NY	100-05-4516	4/28/52	2.48	99.20
19	Tomas Genaro	2153 5th Ave. NYC	052-24-6115	10/1/52	1.83	73.20
20	Rosario Rodi	47-12 Vernon Blvd. LIC	087-30-9395	3/21/55	1.80½	72.20
21	Giuseppe Vesillo	47-12 Vernon Blvd. LIC	131-30-2963	2/6/56	1.75½	70.20
22	Ezequiel Ortiz	118 Suydam St. B'klyn NY	582-42-7550	6/18/56	1.92½	77.00
23	Jesus Barbosa	1244 Myrtle Ave. B'klyn NY	581-38-4776	3/12/59	1.68	67.20
24	Angel Collazo	603 Beach Terrace, Bronx	100-28-2004	3/12/59	1.68	67.20
25	Angel Lugo	538 E. 139th St. NYC	580-24-2122	3/12/59	1.68	67.20
26	Joseph White	169-09 Sayers Ave. Jamaica	116-26-5537	3/12/59	1.68	67.20
27	Ferdinand Aubert	608 Prospect Ave. Bronx	051-30-7118	4/23/59	1.68	67.20
28	Guillermo Figueroa	432 E. 116th St. NYC	097-24-6883	7/23/59	1.68	67.20
29	Eduvijes Velez	277 Adelphi St. B'klyn NY	581-38-5734	6/27/60	1.68	67.20
30	Roldan Monsegur	602. W. 137th St. NYC	581-40-6290	7/26/60	1.68	67.20
31	Jack Rauter,Jr.	150-46 10th Ave.Whitestone	104-26-9892	4/10/61	1.68	67.20
32	Philip Aubert	608 Prospect Ave. Bronx	080-30-2903	4/25/61	1.68	67.20
33	Edil Martinez	428 E. 159th St. Bronx	580-84-2741	10/6/61	1.58	63.20
34	Joseph Crispino	47-14 Vernon Blvd. LIC	073-36-1006	10/31/61	1.58	63.20
35	Luigi Evangelista	42-09 Vernon Blvd. LIC	023-36-1191	11/6/61	1.58	63.20
36	John Shareiko	104 India St. B'klyn NY	132-30-3015	11/9/61	1.58	63.20



L

A list of employees from the early 1960s. One long-time worker, Charles Glaesar, stands in a category by himself.



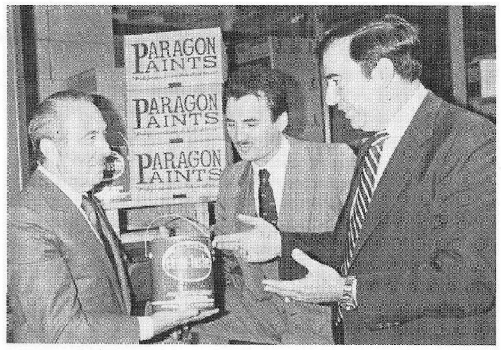


R

Visible in the 1944 photograph of the Vernon Boulevard factory is a rooftop roost operated by one of the factory workers. Ducks, turkeys and assorted fowl were raised. According to company legend, Israel distributed turkeys to the workmen for Thanksgiving until they unionized!

George Rattner was very active in trade associations, including a stint as the President of t he regional industry group. He sits in the front row, middle.

IN LONG ISLAND CITY THE CHEMISTRY WORKS TWO WAYS



George Rattner, President of Paragon Paint and Varnish Corporation, with his Chemical Bankers — Vice Presidents Henry A. Auffarth (center) and Douglas J. George (right), head of Chemical's commercial business for Queens — in Paragon's Long Island City warehouse.

Nicholas Litterello (left) Chemical Bank manager, reviews personal finances with Stanley Sloan, newly-appointed President of Venus Trimming and Binding Company, Inc. at the company's Long Island City headquarters.

Let's Talk Business. Long Island City means small and mid-sized business. And that means big business to Chemical Bank, the leading bank for companies of this size. Our bankers know how to finance a loan package that will help your company expand. They have the authority to approve loans without waiting for "an okay from downtown." They know you — and your company. They know what you need — and how to help you get it.

Now Let's Get Personal. The same person-to-person expertise that makes Chemical ideal for your business makes us ideal for your individual banking needs. The same banker who packages your business loan can give you valuable advice on personal investments, including planning for your retirement through an IRA (Individual Retirement Account). Come to one of our Queens branches and ask for the manager. Chemical's branch managers are there to help you.

In Queens, The Chemistry's Just Right for Business and Personal Banking

Patrick Killick, AVP
107-36 71st Avenue
Forest Hills
268-2613

Jack Genovese, AVP
93-01 Sutphin Boulevard
Jamaica
526-2400

Lawrence Hennessy, Mgr.
93-01 Northern Boulevard
Jackson Heights
898-0880

Thomas Cavallere, AVP.
97-41 Queens Boulevard
Rego Park
896-8200

Peter Thomas, Mgr.
81-19 Roosevelt Avenue
Jackson Heights
899-7800

John Kurek, Mgr.
1912 Mott Avenue
Far Rockaway
327-4600

Philip Brady, AVP
136-37 Roosevelt Avenue
Flushing
445-6700

Robert Frisina, AVP
2398 Bell Blvd.
Bayside
428-1200

James McGarry, AVP
31-05 30th Avenue
Long Island City
721-4000

Randy Lahee, Mgr.
165-40 Baisley Blvd.
Jamaica
276-8300

Henry Bak, Mgr.
215-16 73rd Avenue
Bayside
464-0800

Frank Onorato, Mgr.
196-03 Northern Blvd.
Flushing
423-5850

Nicholas J. Litterello, AVP
29-09 Bridge Plaza North
Long Island City
784-7500

Nicholas De Lassio, AVP
10-51 Jackson Avenue
Long Island City
729-0770

Richard Kaiser, Mgr.
111-01 Queens Blvd.
Forest Hills
544-9600

Robert Pilotte, Mgr.
71-41 Main Street
Flushing
268-1909

Michael Casella, Mgr.
116-04 Metropolitan Ave.
Richmond Hill
441-6920

Roy G. Lindborn, AVP
38-18 Broadway
Long Island City
728-4900

Equal Opportunity Lender

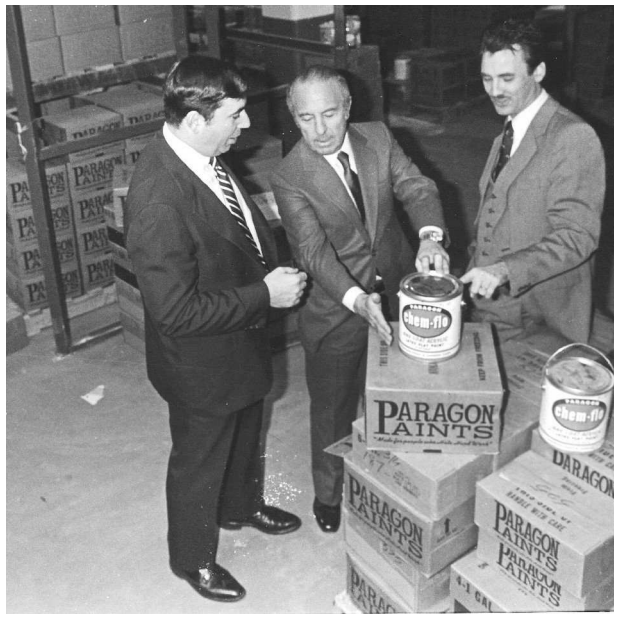
CHEMICAL BANK
THE CHEMISTRY'S JUST RIGHT AT CHEMICAL.

Member FDIC

An advertisement from the 1970s featuring George Rattner and Paragon. The company had a long relationship with the local Chemical Bank branch on Jackson Avenue.

George Rattner at a trade convention, 1960s

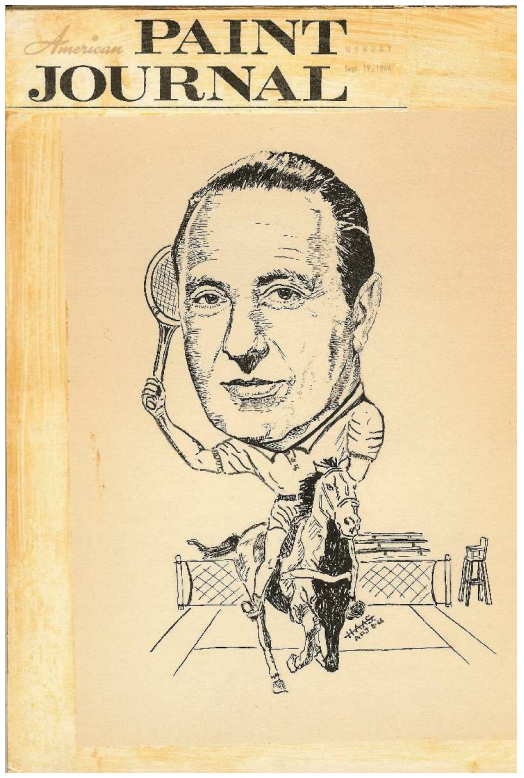
George Rattner in his office in the Warehouse Building, 1960s



George Rattner with Chemical Bank executives, on the shipping floor in the Vernon Boulevard factory, 1970s.

Selma and George Rattner at Paragon's 50th Anniversary celebration, shipping floor of the Vernon Boulevard factory 1974

Portrait of Geoerge Rattner as a horse-ridiing, tennis playing paint industry executive. Cover art mechanical for Paint Journal, a trade publication 1960s



when you want to be "mothered"...

Call Tillie!

She takes care of orders like a mother hen.

Good service is more than selling. Tillie Kalter . . . just Tillie to our dealers . . . heads up our order department and she, along with her mother's helpers, gives Paragon customers a unique brand of attention.

Starting as our switchboard operator a dozen years ago, Tillie learned answers to dealer problems. She handles orders, large or small, promptly and efficiently, with a warmth and friendliness that assures maximum effort. When you call Tillie with your order you get personal service. No answering services . . . no robot-like order clerks who couldn't care less about your problems.

When you've got an order that needs "mothering"
why not get yourself some friendly MAXIMUM EFFORT?

Call 212-729-7420 and see for yourself!

PARAGON PAINT & VARNISH CORPORATION

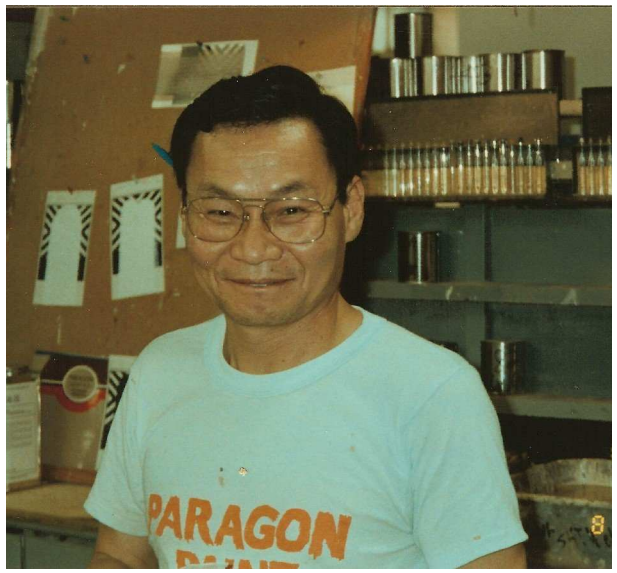
5-49 46th AVENUE • LONG ISLAND CITY, NEW YORK 11101

For more information circle 49 on page 79

Tillie was a warm-hearted long-time employee of the company. She worked in the orders department and at the switchboard, greeting people as they entered the reception area. She was physically disabled and walked with the aid of crutches. Staff would take her up and down in the freight elevator in order for her to access the administrative areas one flight above street level.

Selma Rattner with employees, early 1990s.

PAINT
PARAGON
PAINT


PARAGON

Portrait of an Industrial Site

Photographs of the

Paragon Paint & Varnish Corporation

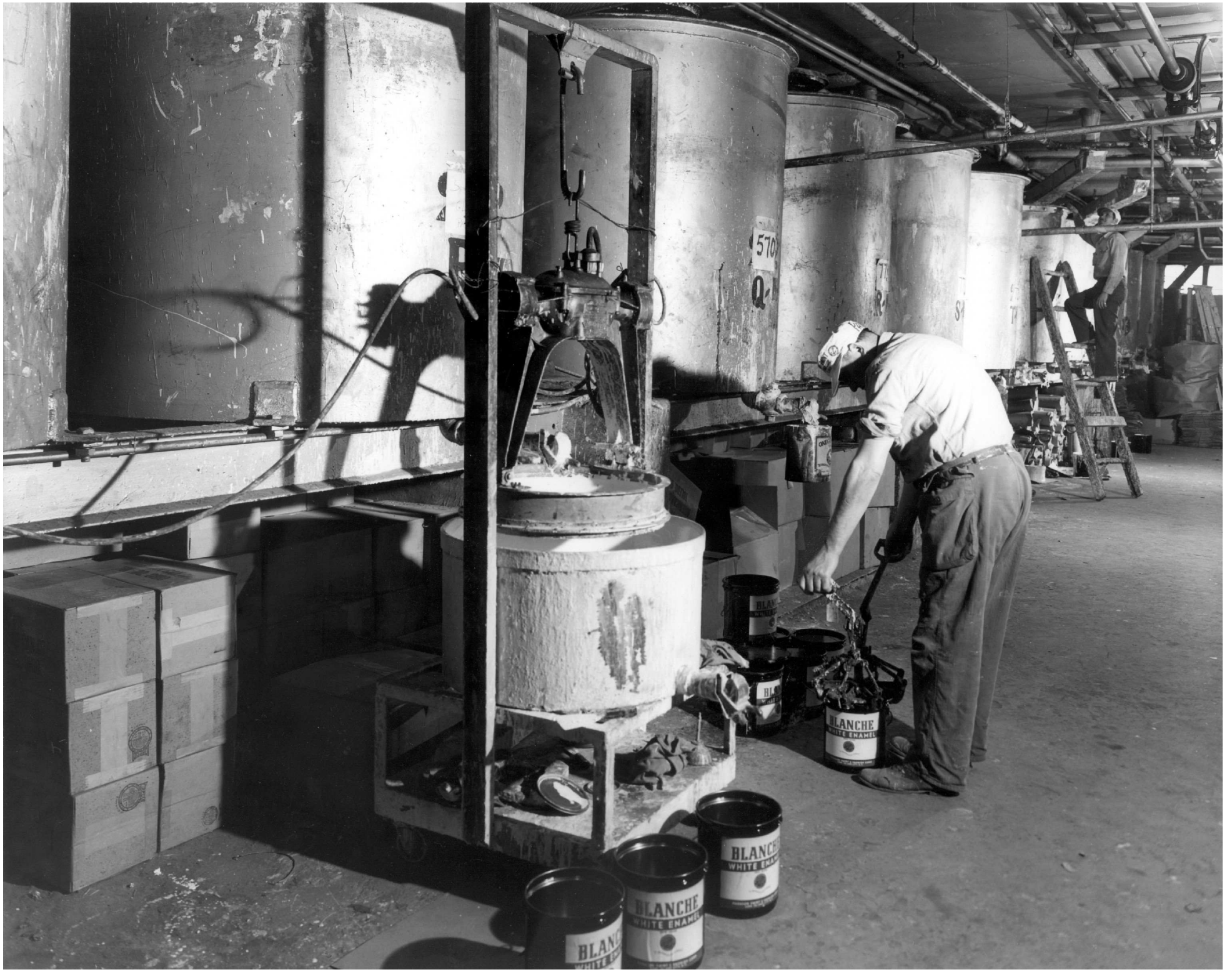
Long Island City, New York

Photographer Unknown

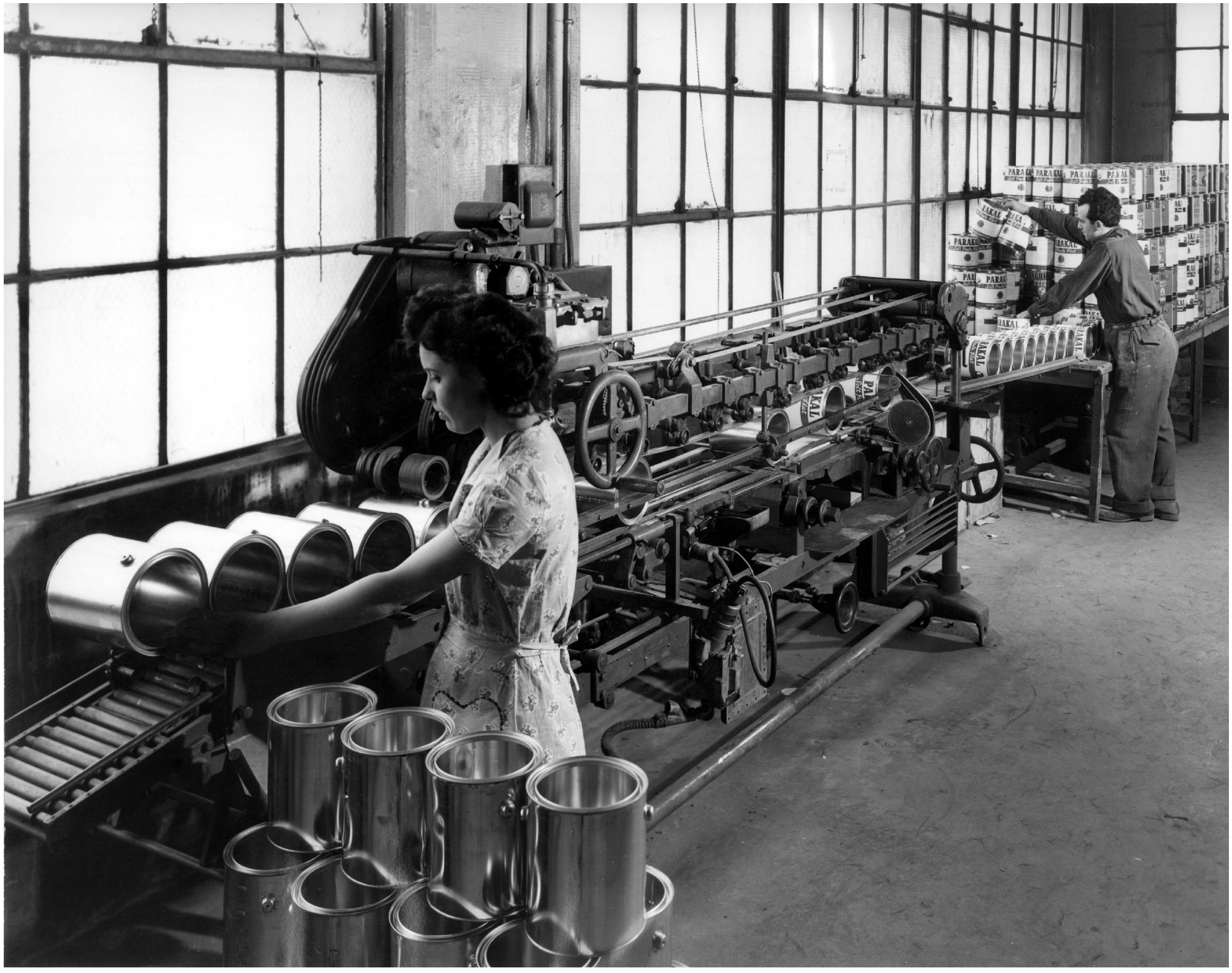
Circa 1948

Vernon Boulevard factory

46th Avenue Warehouse Building



Vernon Boulevard factory floor


PARAKAL
PARAKAL
PARAKAL

46th Avenue Warehouse Building, laboratory

46th Avenue Warehouse Building, employee cafeteria

Portrait of an Industrial Site

Photographs of the

Paragon Paint & Varnish Corporation

Long Island City, New York

Photographed by Tom Paiva

August 2007

Street and Service Yard Views

Vernon Boulevard and 46th Avenue

Intersection of Vernon Boulevard and 46th Avenue

ACTIVE
DRIVEWAY
NO PARKING

L Vernon Boulevard factory building

R Entry door

L Warehouse Building on 46th Avenue

R View down service drive

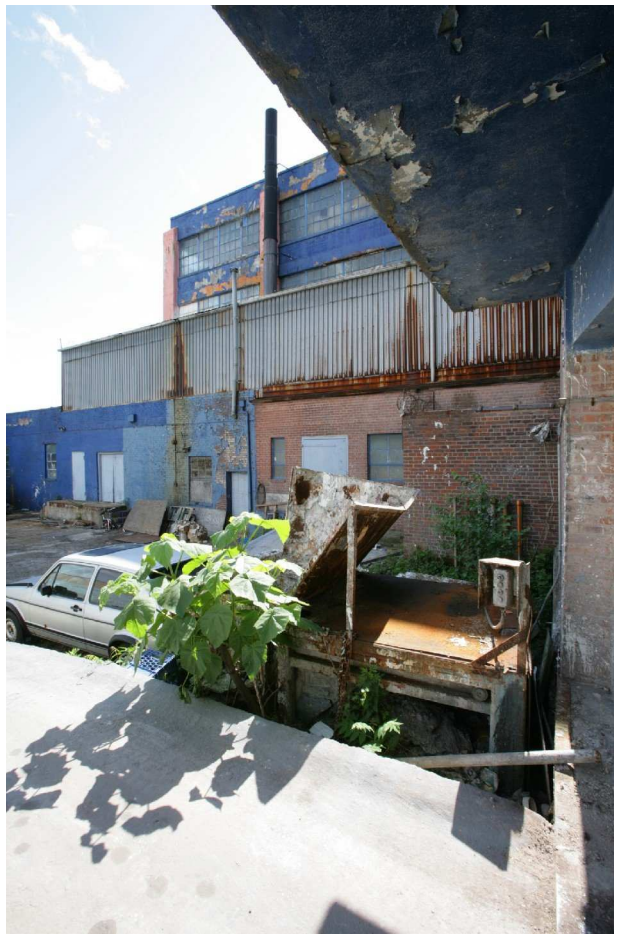
Following page:

L Service yard

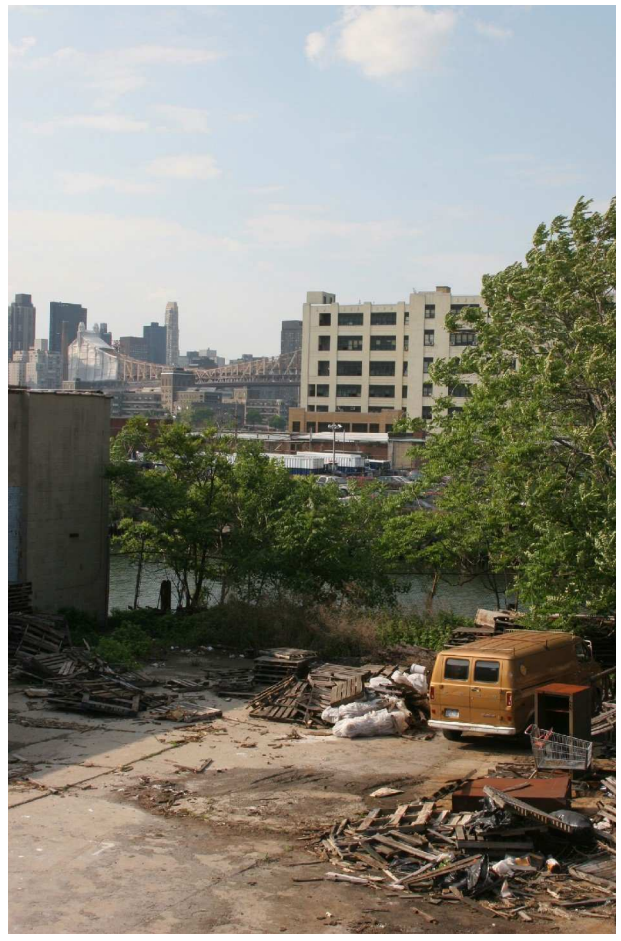
R View towards Anable Basin

CHRISTENSEN PAINTING INC.
45-40 163RD ST.
718 898 0166
FLUSHING,
NY 11358

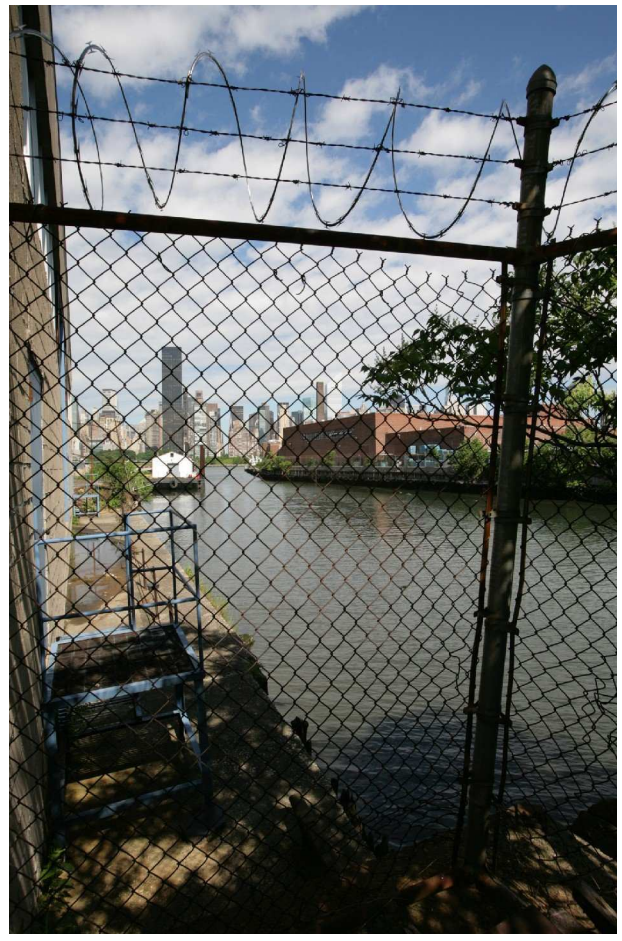
Warehouse and service yard



West facade of Vernon Boulevard factory



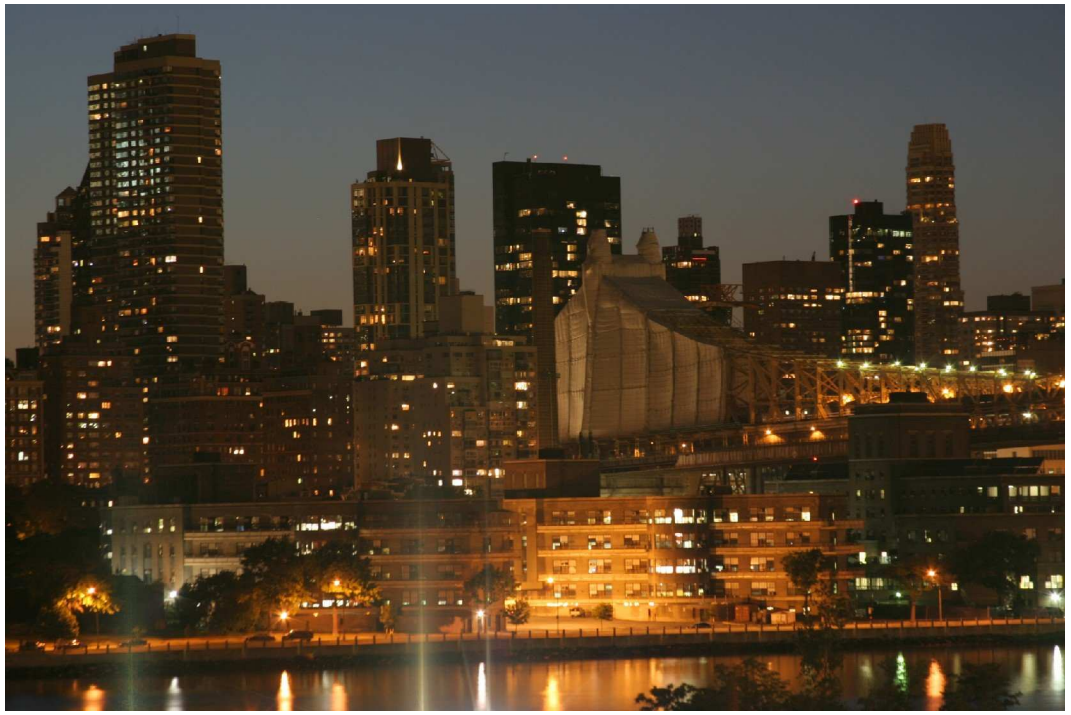
Service yard

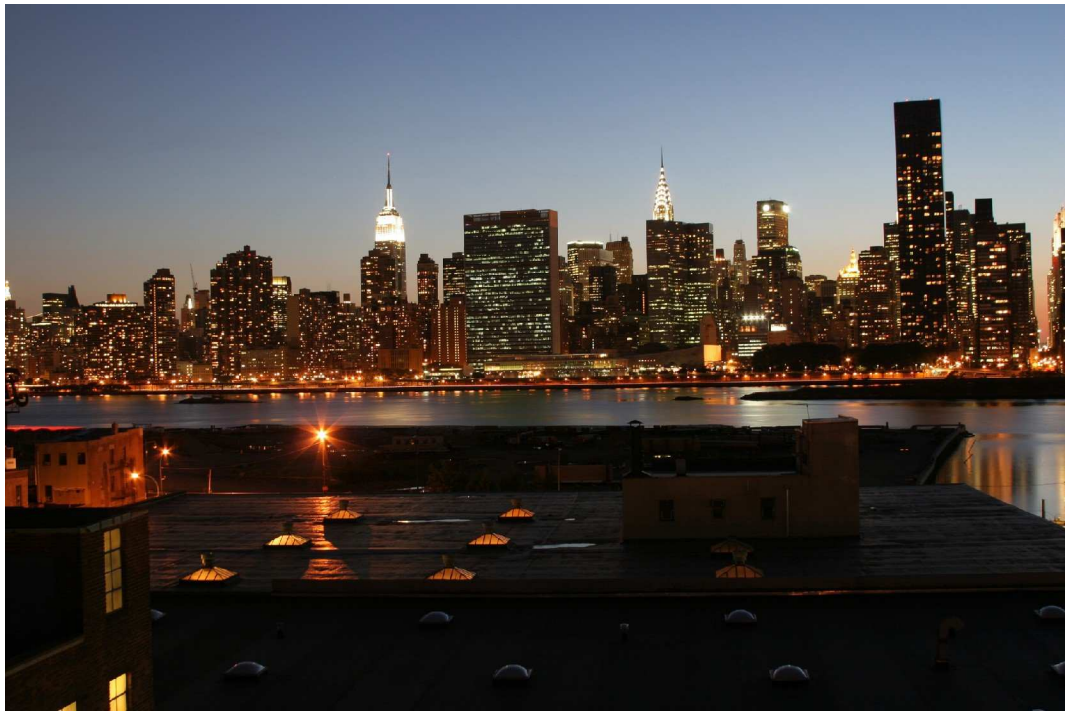


Anable Basin

The Skyline

Views from the Building Rooftops



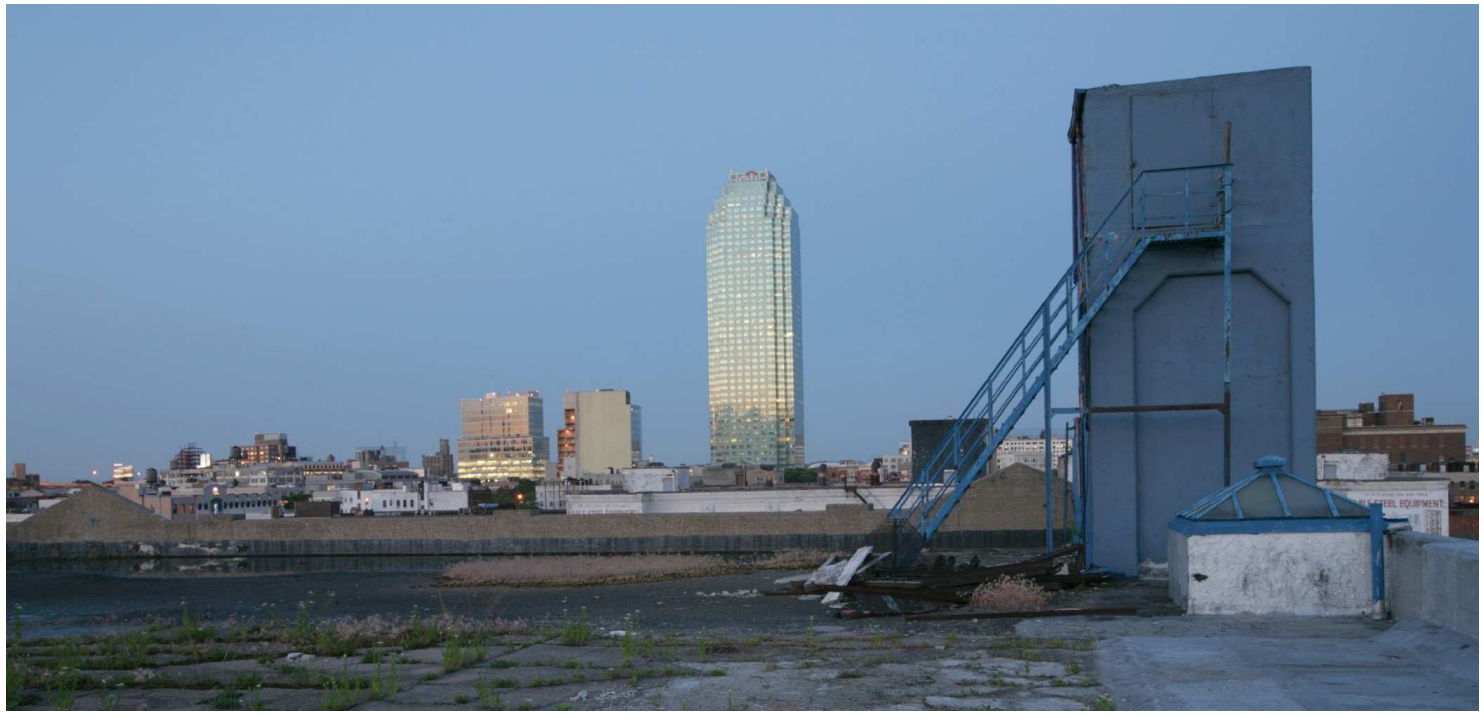


MJC

ABLE STEEL EQUIPMENT

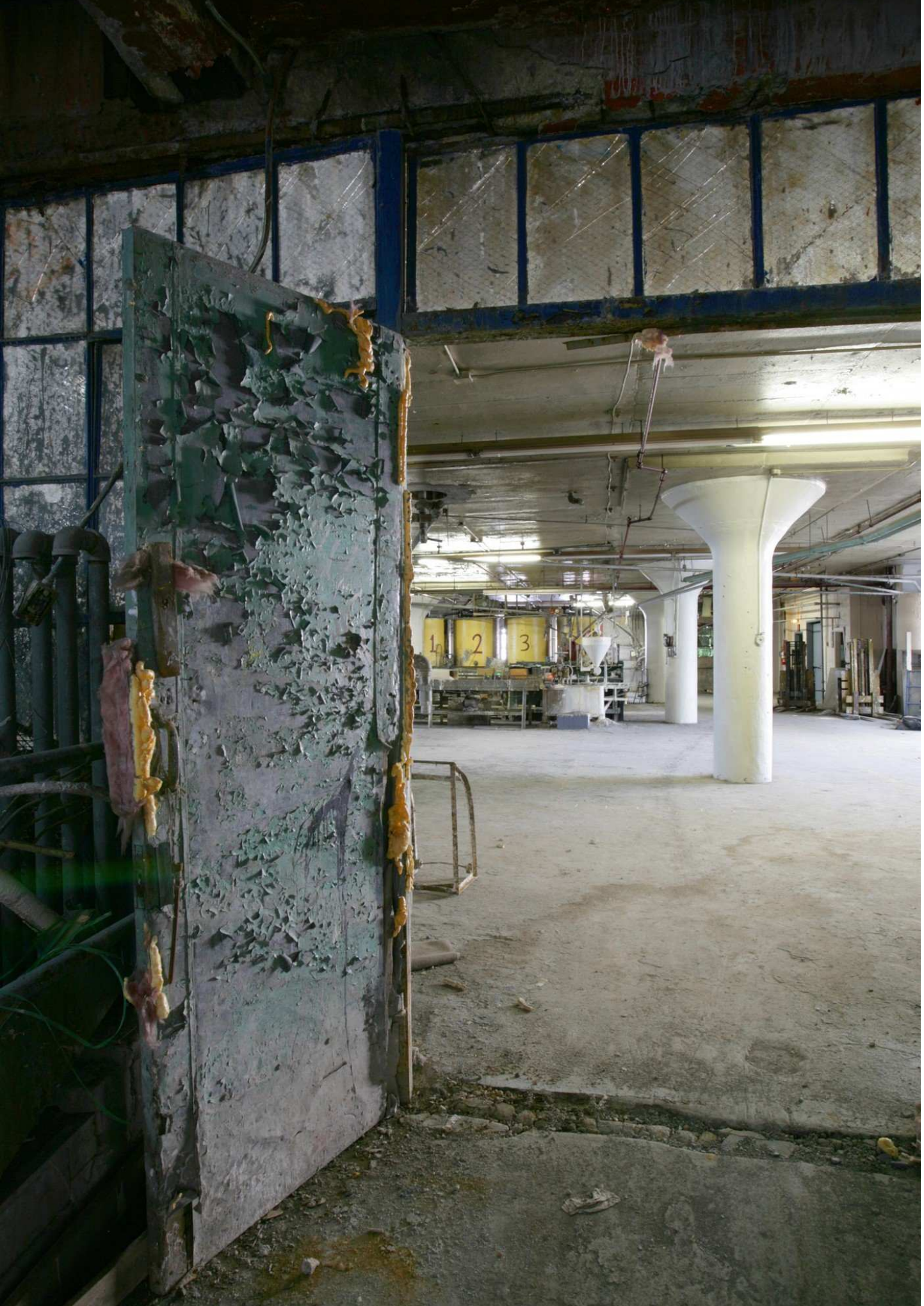
MJC
MJC Electric

COMING SOON



Vernon Boulevard Factory

Interiors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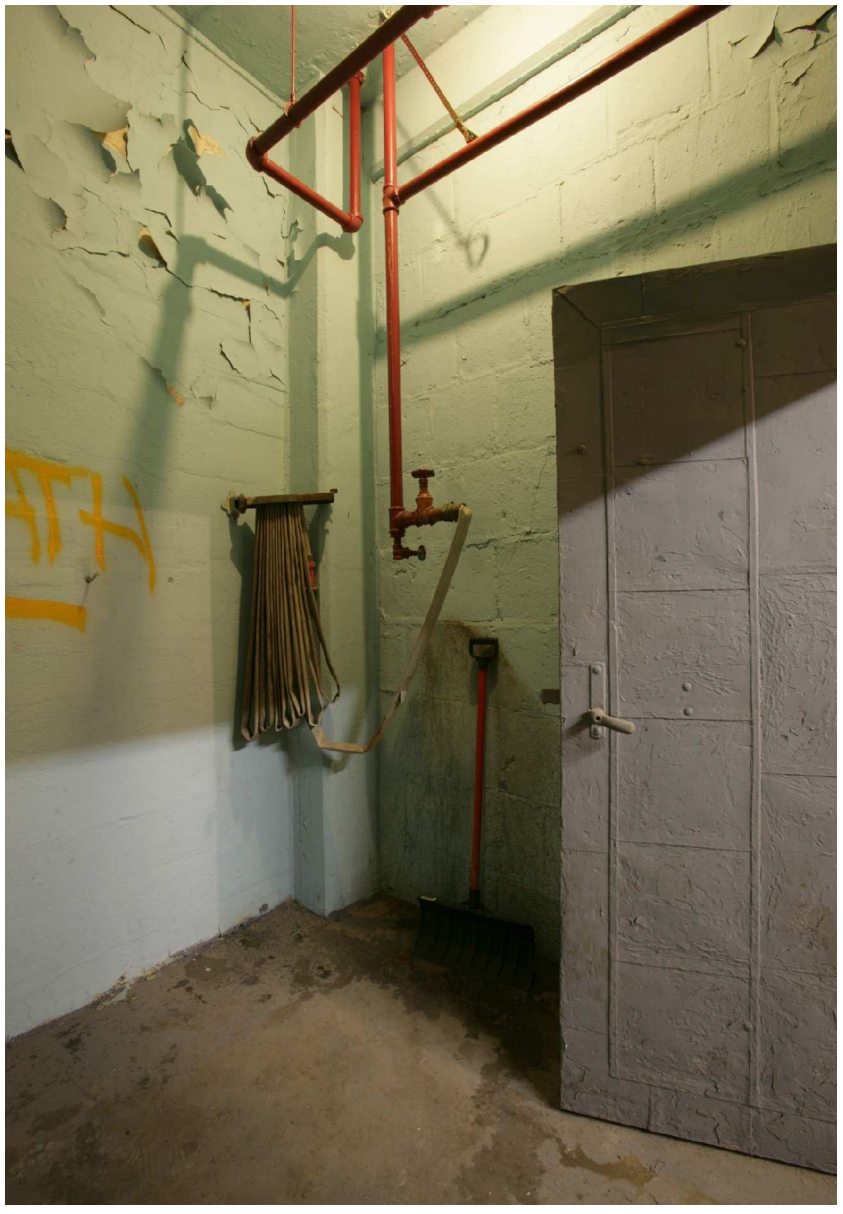
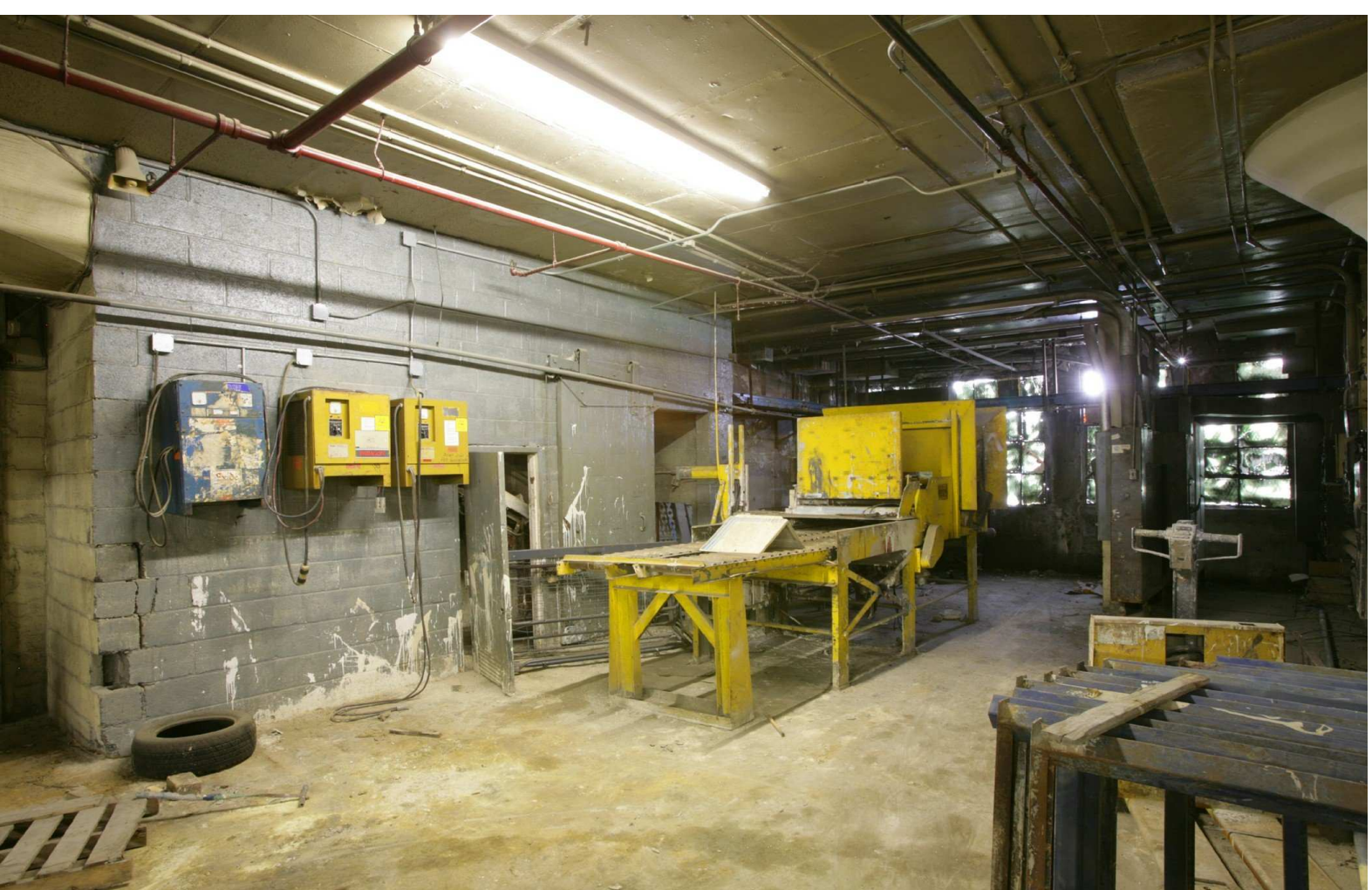
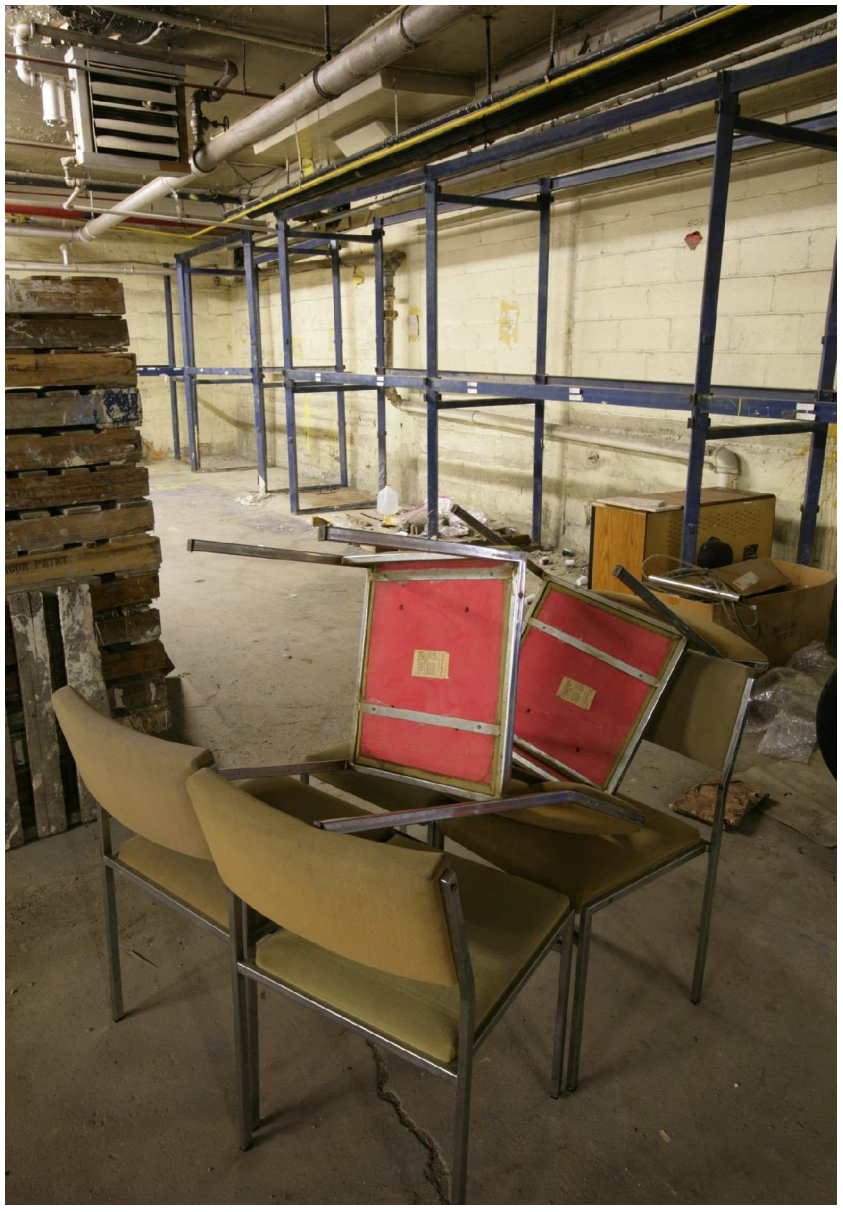


SHIP TO
PARAGON PAINTS
PARAGON PROFESSIONAL
Interior Acrylic Flat
LATEX Eggshell Enamel
F20J09 CHEM FLO
ACRYLIC FLAT
1103 DEEP BASE
STACK THIS WAY

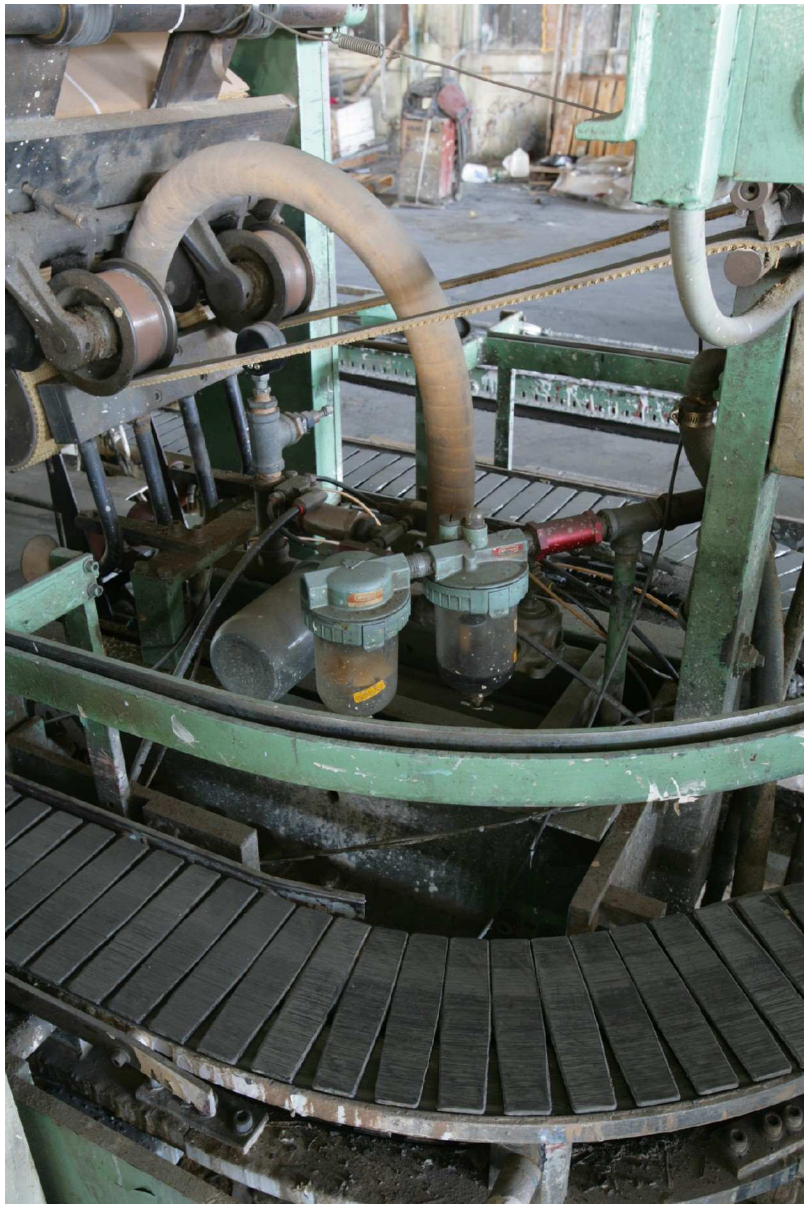
First floor





NOTICE
KEEP THIS
AREA
CLEAR

Second floor



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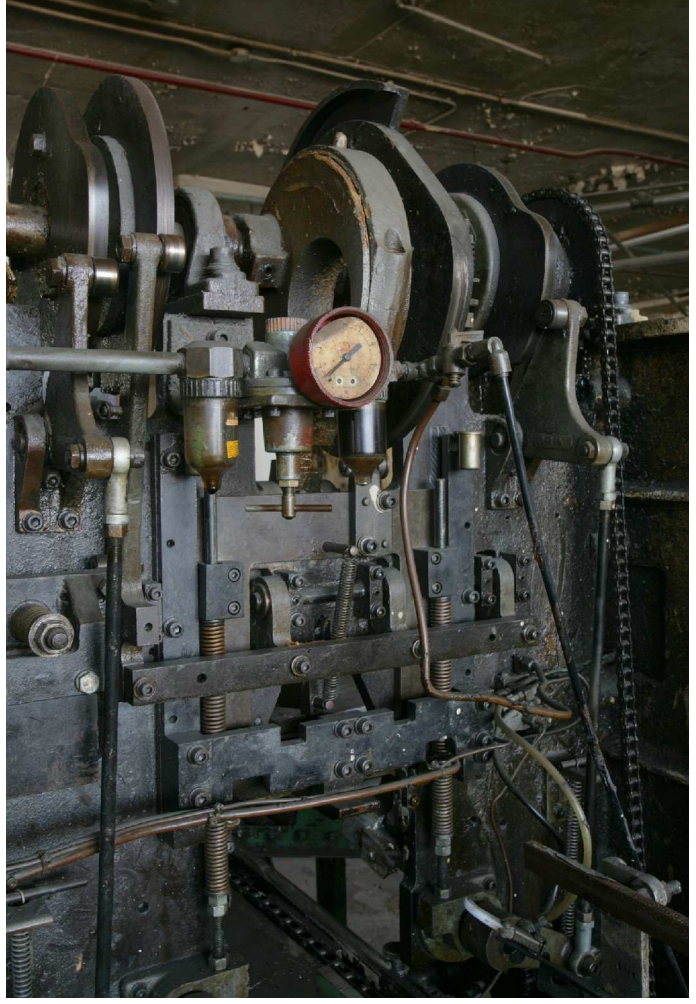
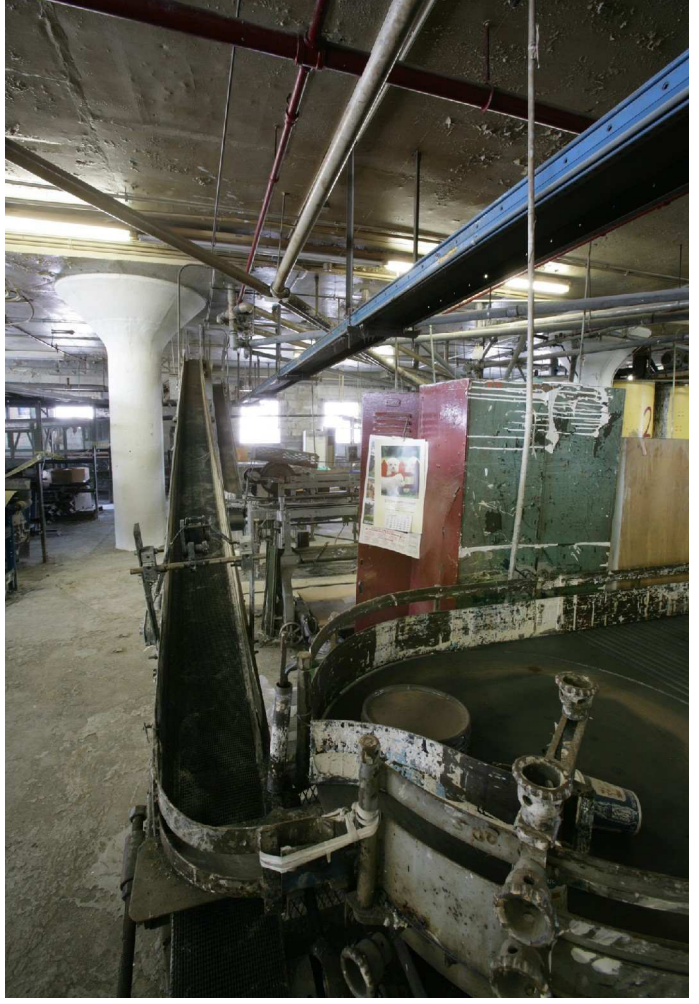
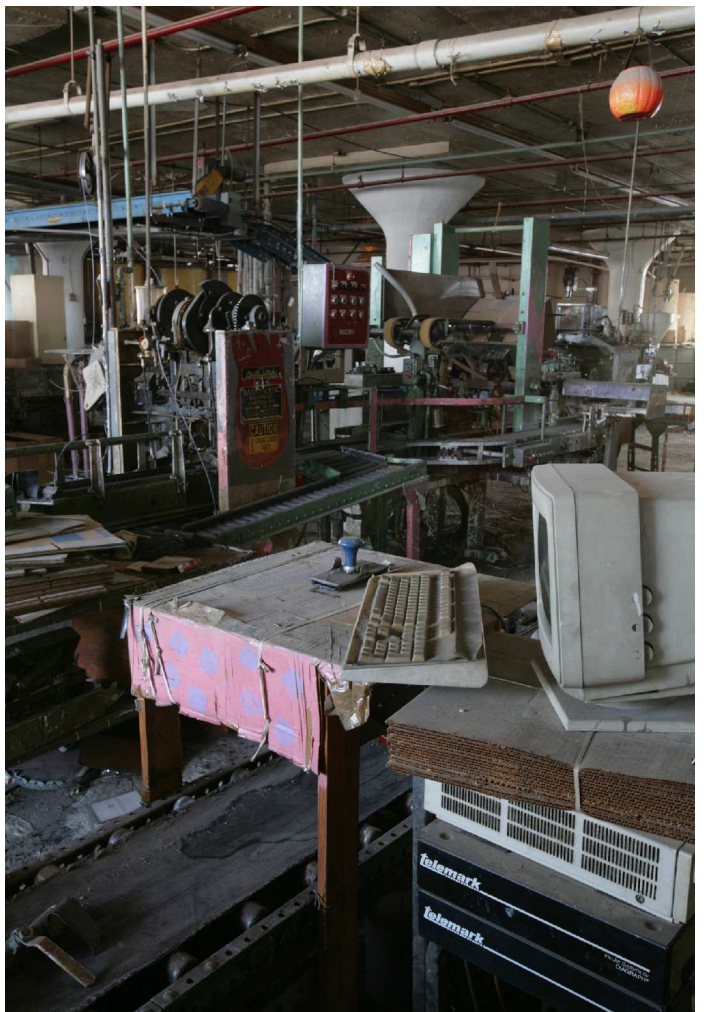




PARAGON
PAINTS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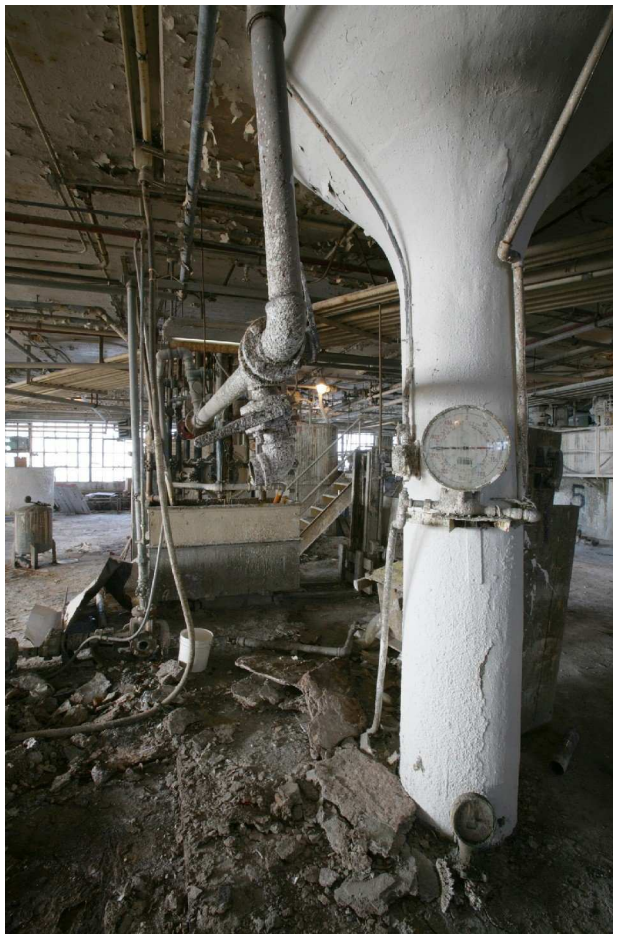
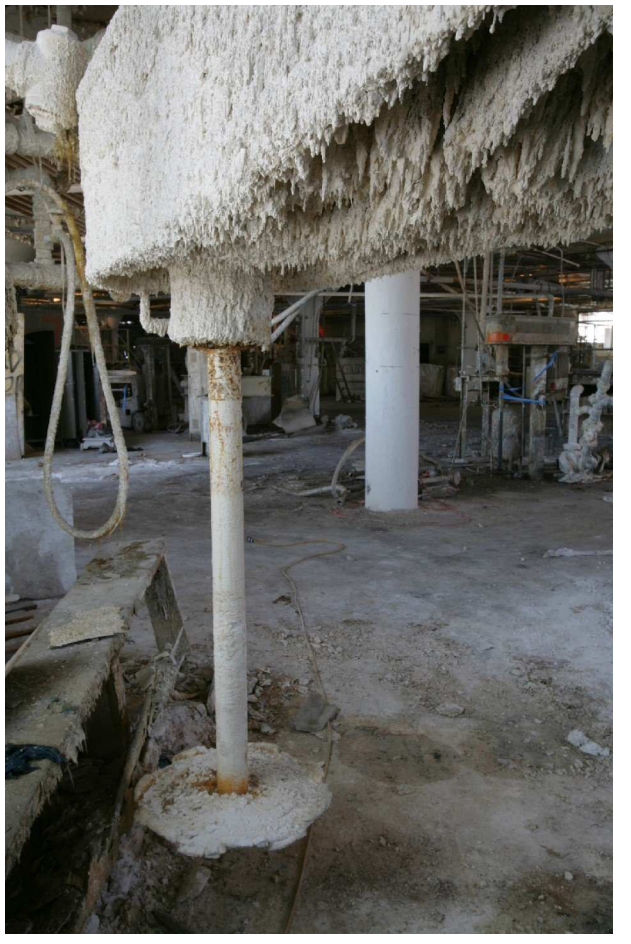
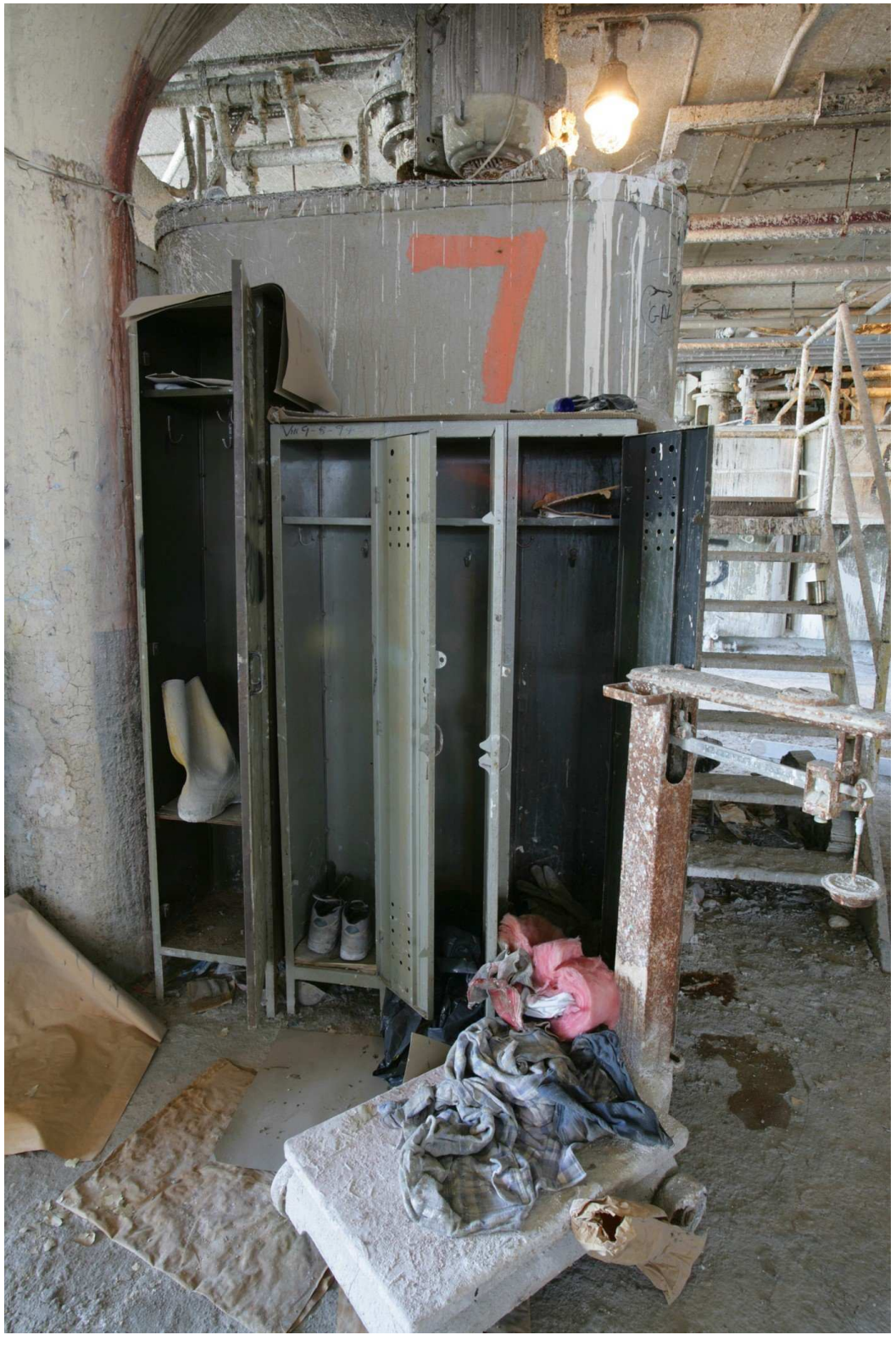





7

10

GALLONS
LIQUID
CONTROLS

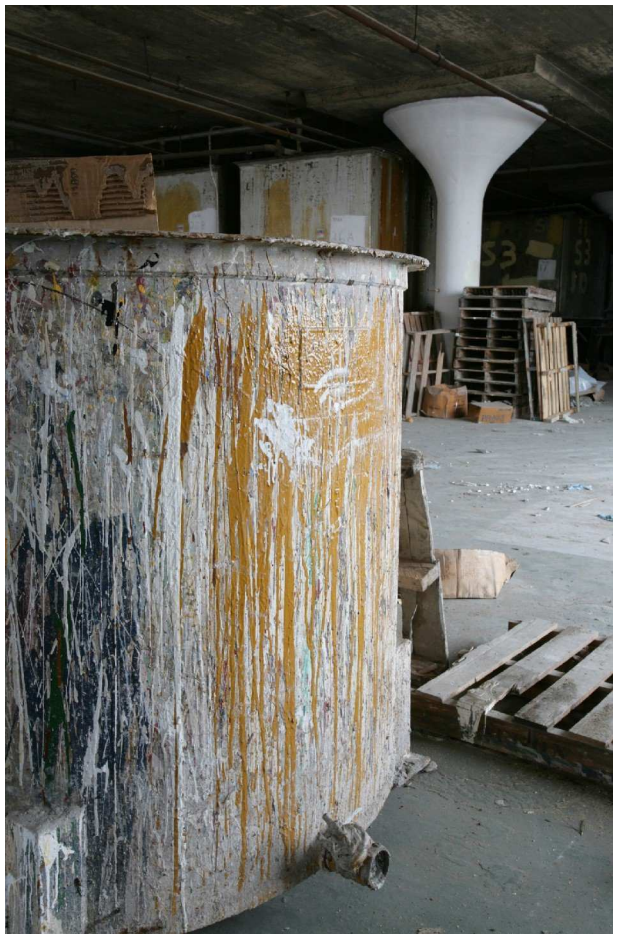
Fourth floor

TANK
17
TANK
18A
PELIGRO

421
421
4
R-96
Lus 1985
177-38

421
421
AC

R-92
R-92
CAFLO
TANK
22-A

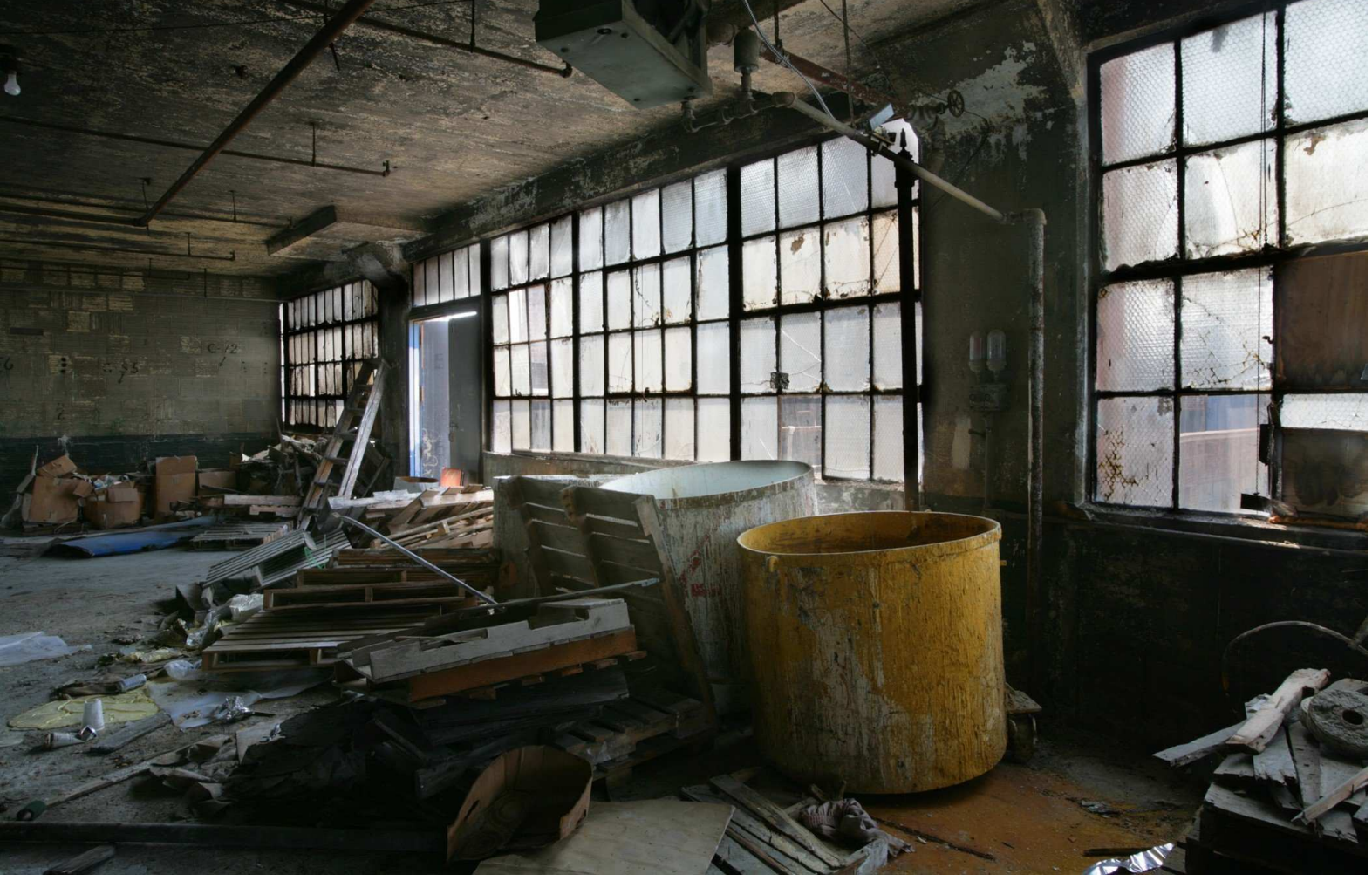


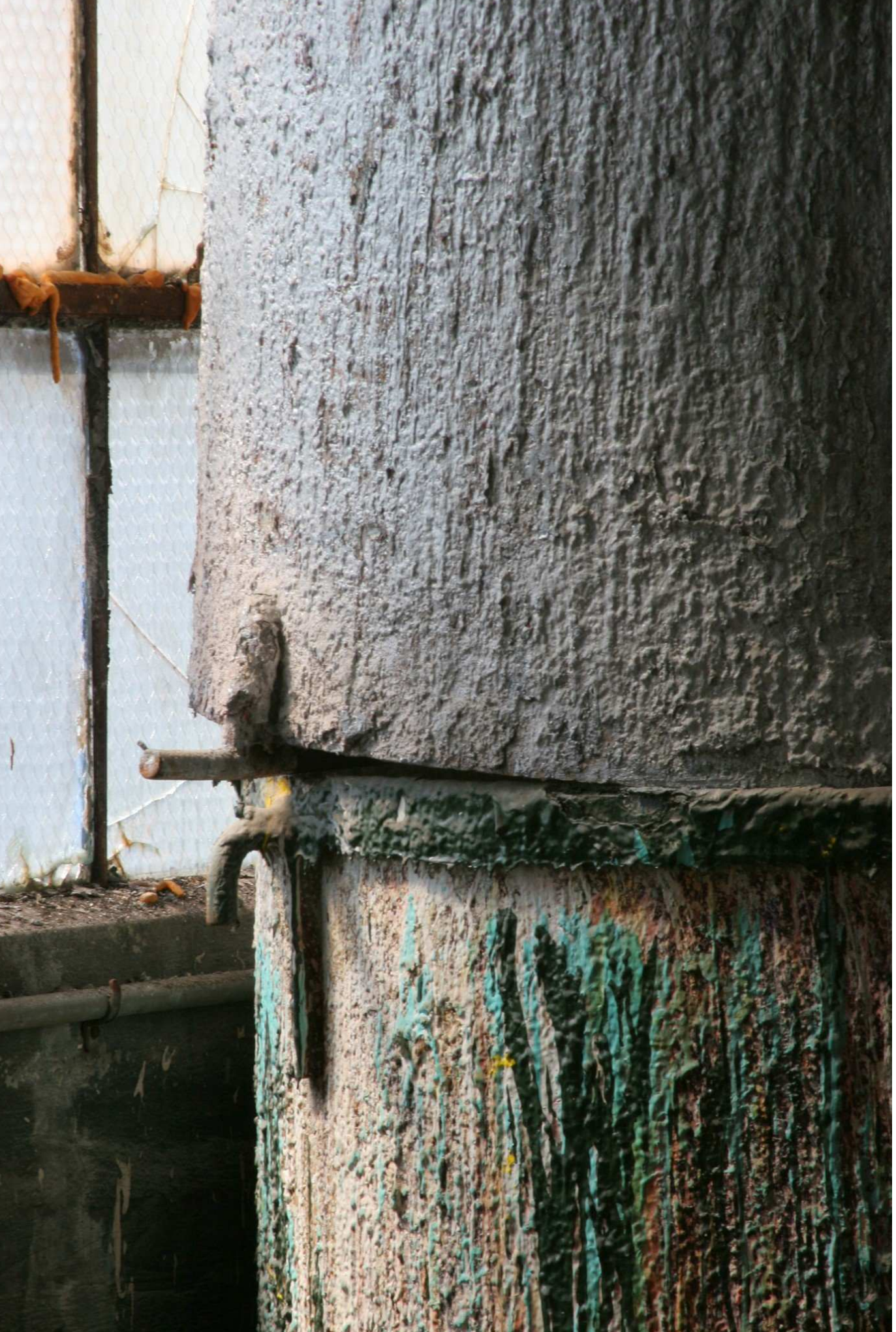
R-96
R-96

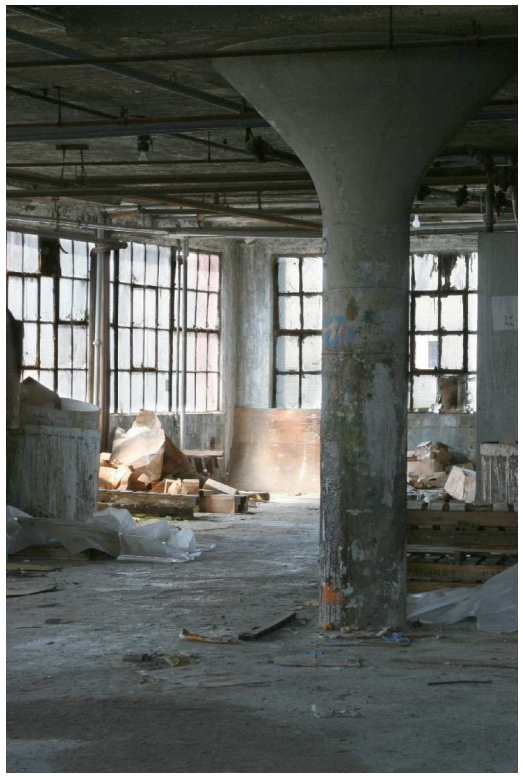
421
AC

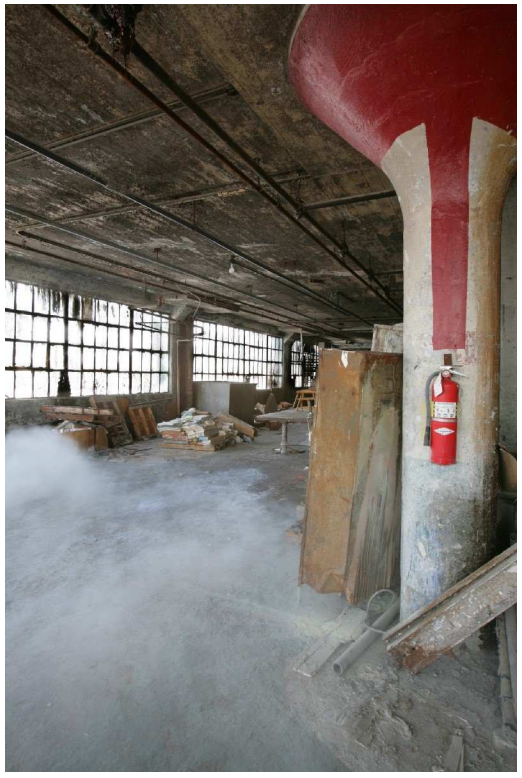
R32
R32 LIGHT
R32

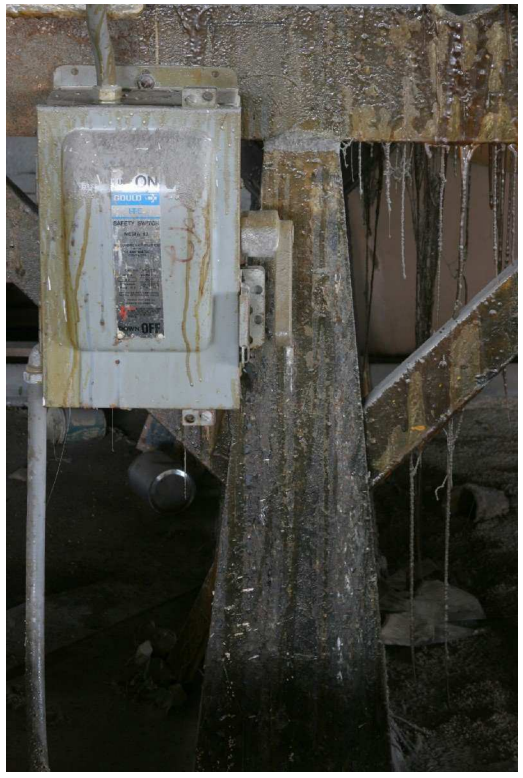
R-29
10 26 99
R32
10·26·99
R-29
10-26-99
R32
TANK
22B
EMPTY
TANK

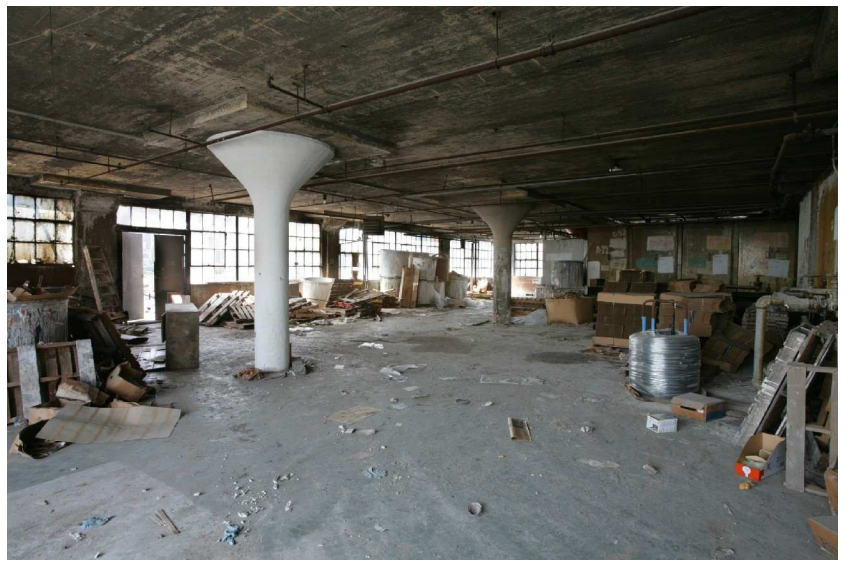


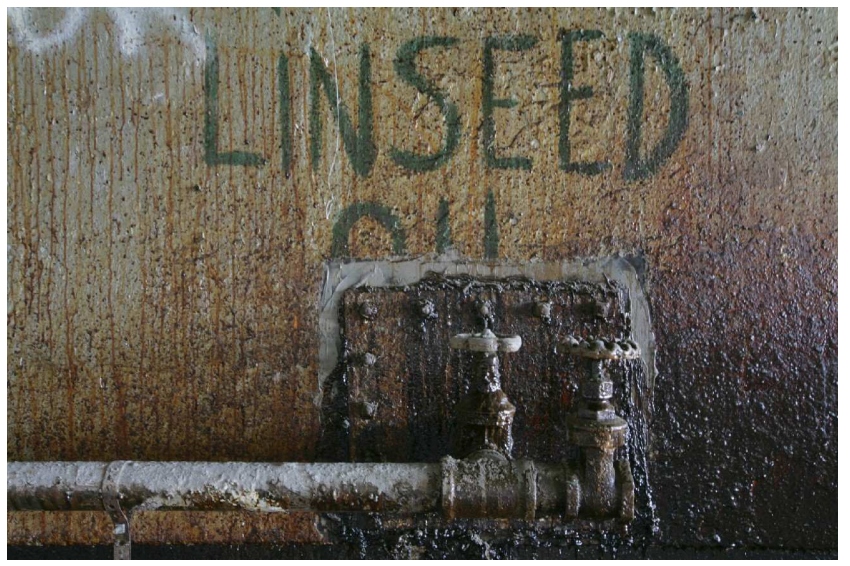


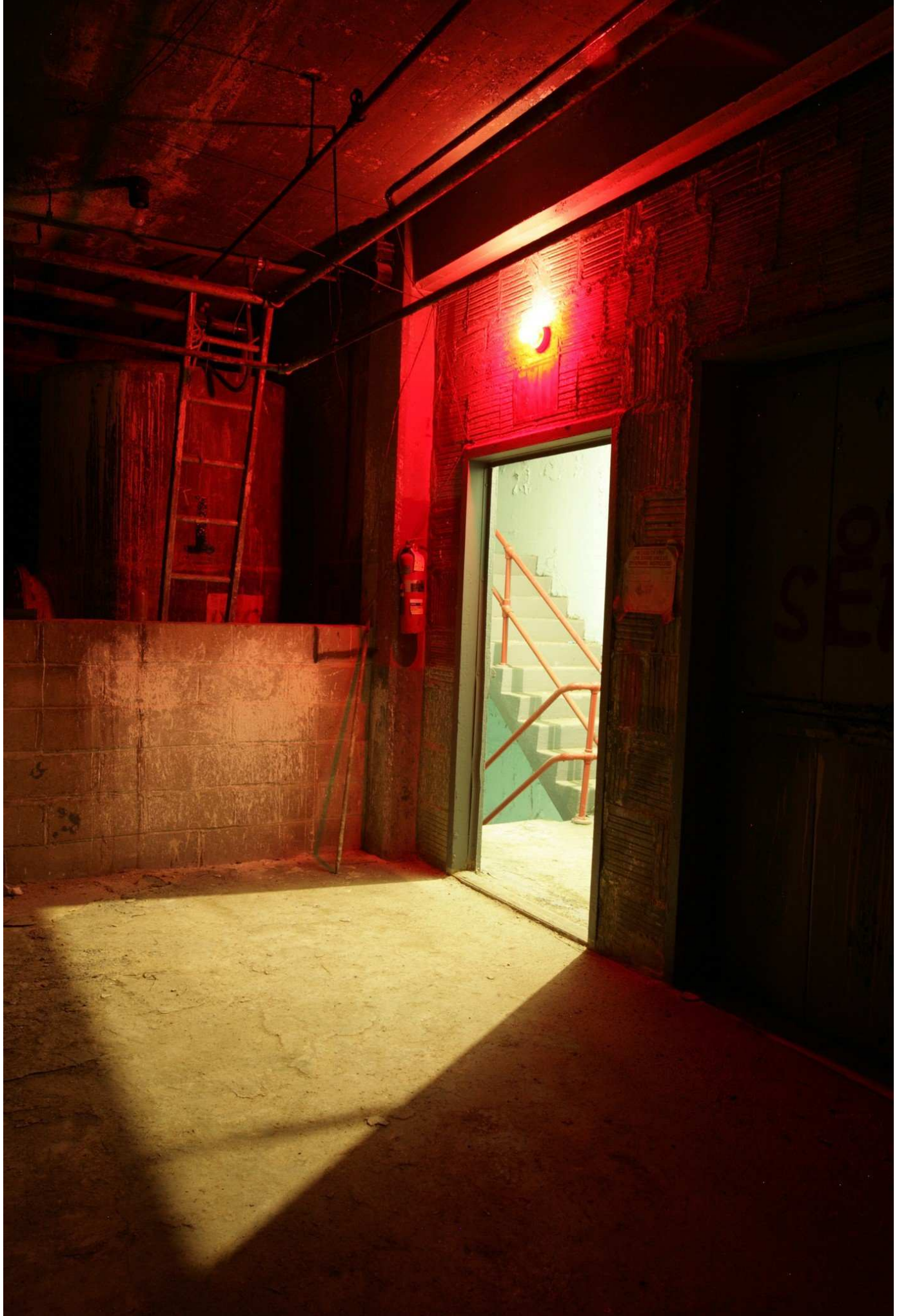





ON
OFF



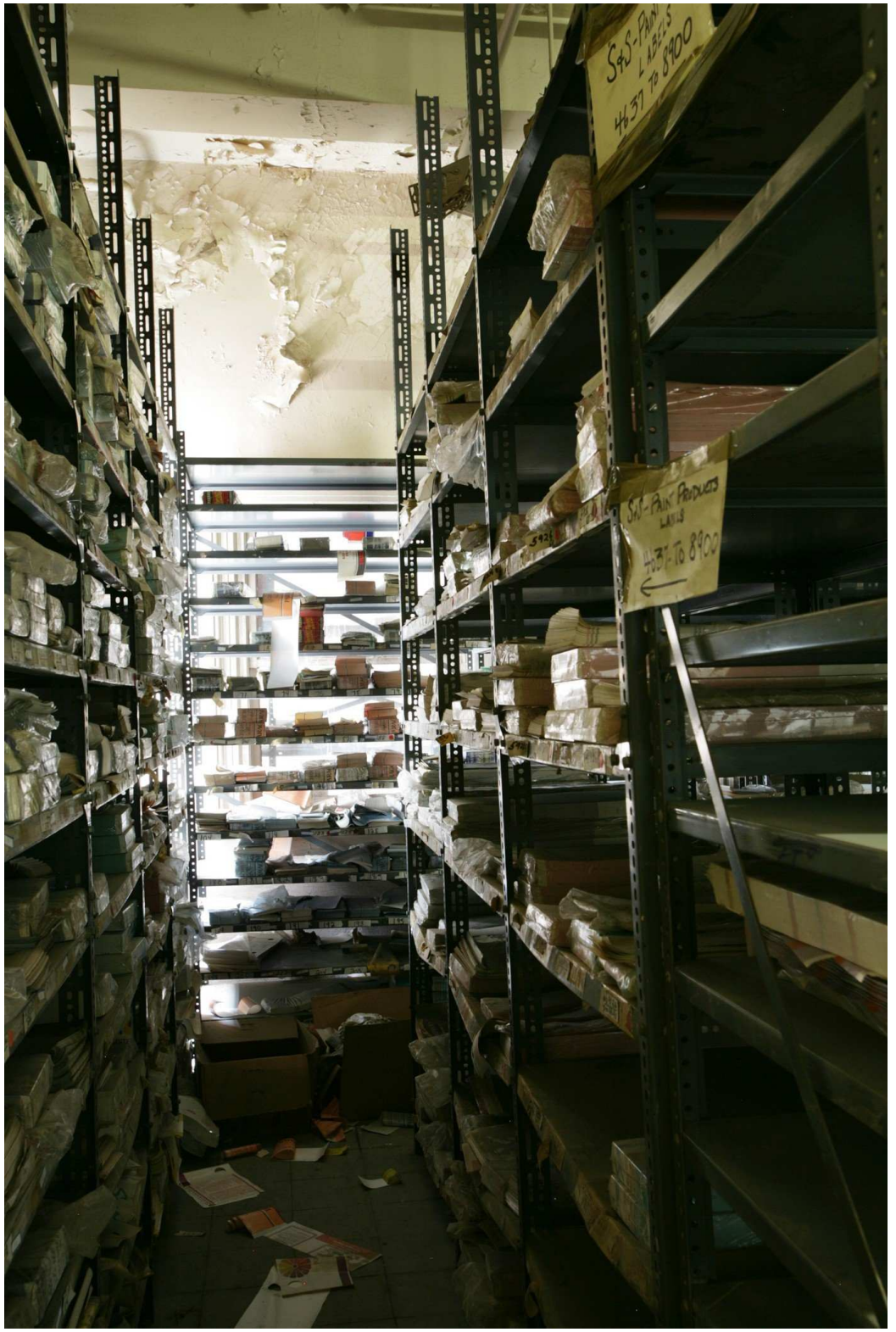

LINSEED



Warehouse Building

Interiors

EXIT


SAT-PAINT
4631 TO 8900
SAT-PAINT PRODUCTS
4631 TO 8900

Label Room, formerly the employee cafeteria

Garage Building

SECT. g-g.

SECT. f-f

2ND FLOOR FRAMING (120# & 200# LL.)

SCALE ⅛"=1'-0"

WAREHOUSE BLDG. FOR
PARAGON PAINT & VARNISH CORP.
N/S 46TH AVE - 125 FT. WEST OF VERNON BLVD. LONG ISLAND CITY, N.Y.

ITZ NATHAN
ARCHITECT
E 63 ST. N.Y.C.

JACOB FELD, PH.D.
CONSULTING ENGINEER
103 PARK AVE. N.Y.C. 17

JULY 20-1944.
REV. AUG. 21-1944.
REV. SEPT. 22-1944.
SHEET 474 No 52.

120#/SQ. FT. L.L. OFFICE AREA

ROOF PLAN AT 3RD. FL. LEVEL

SHEET No 6
SCALE ¼"=1'0"
JOB No 100
DATE

ALTERATIONS TO OFFICE BLDG. & FACTORY OF THE
PARAGON PAINT & VARNISH CORP.
5-49-46TH AVE. LONG ISLAND CITY N.Y.

ALTERATIONS TO OFFICE BLDG. & FACTORY OF THE
PARAGON PAINT & VARNISH CORP.
5-49-46TH AVE. LONG ISLAND CITY N.Y.

Laboratory

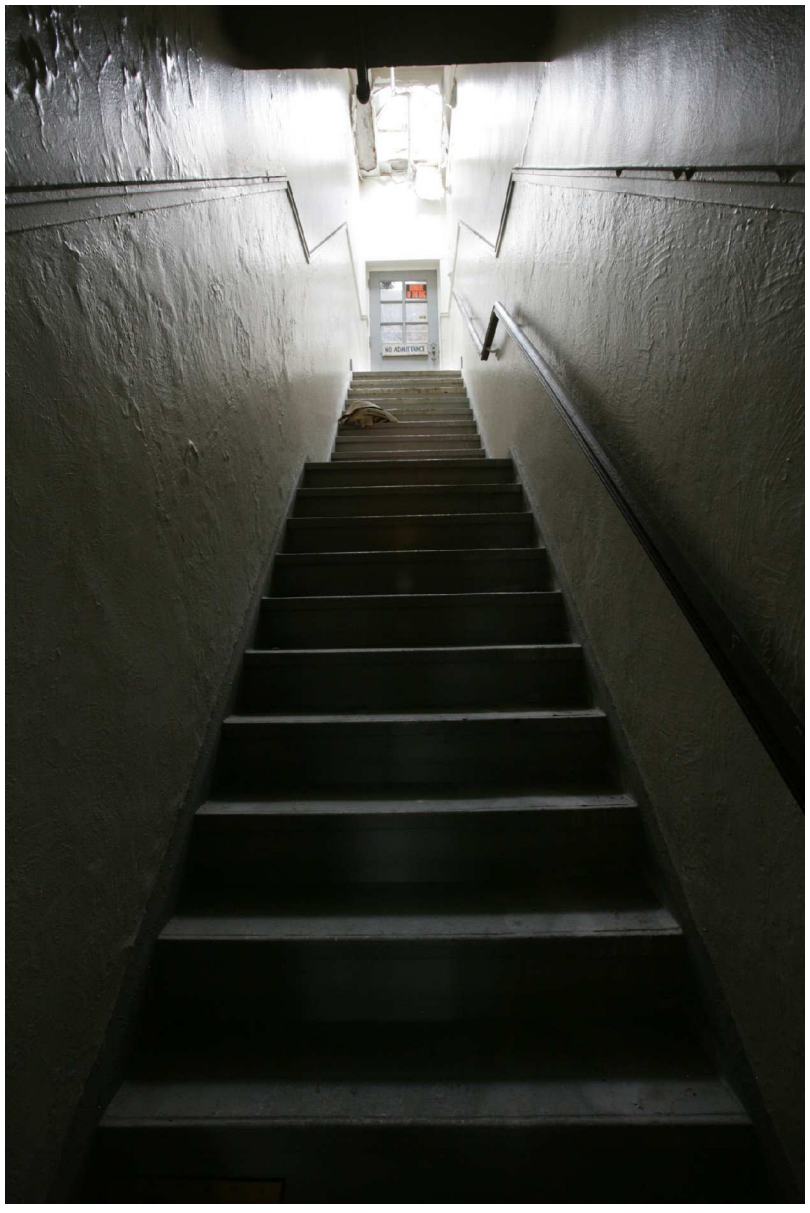
Machine Room

ELAVATOR PARTS
ASCO
KTM

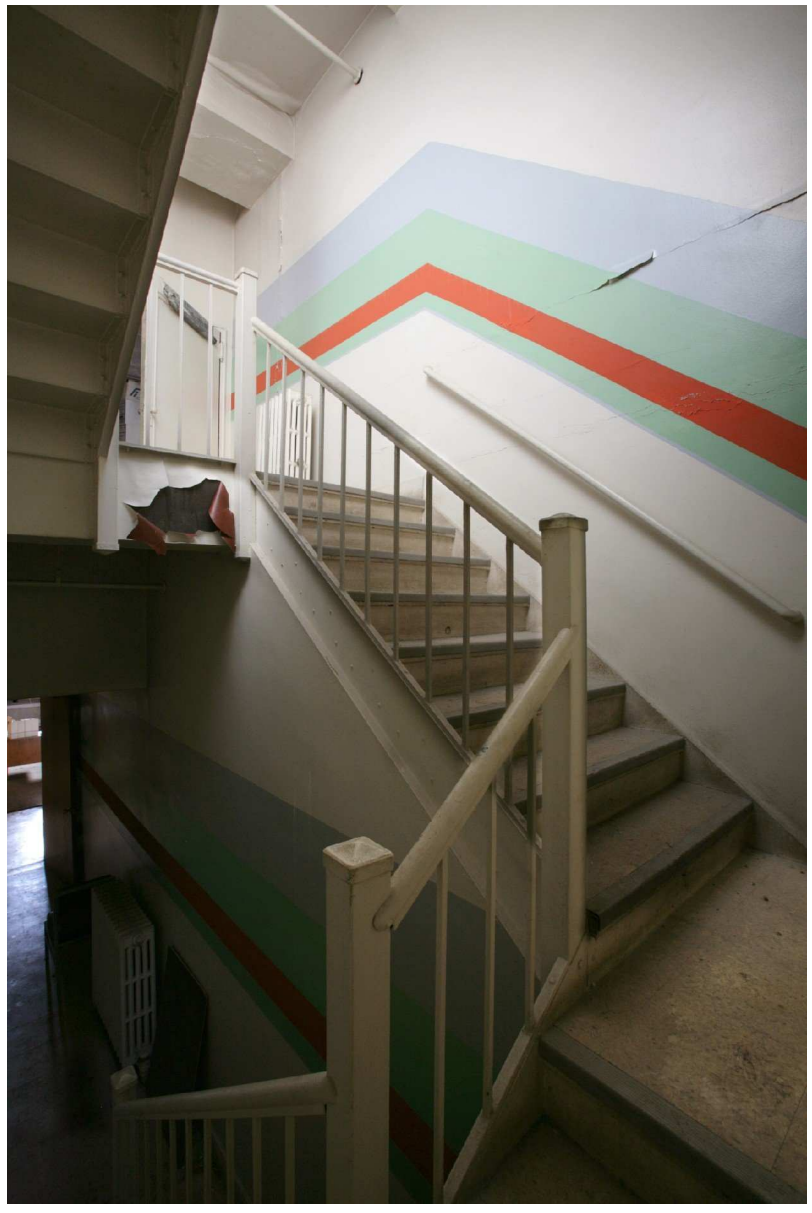
EXIT

Warehouse Building

Administrative Offices



Stair from entry at 46th Avenue



Stair way from administrative offices to laboratory

Entry into Reception Area

Reception and Switchboard Room

Office of Israel Silberman (1932 - 64) and Selma Rattner (1990 - 98)

Office of George Rattner (1960 - 90)

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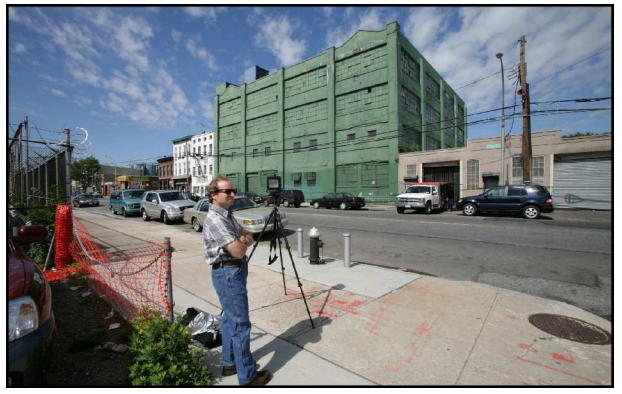

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